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Economic Advertising

A Monthly Magazine for Canadian Advertisers

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PROSPERITY NUMBER

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MUCH THAT IS GOOD IN 1916

In The Toronto Daily World of Jan. 7th, Wm. H. Rankin, Vice-president of the Mahin Advertising Co. of Chicago, one of the leading American Advertising Agencies, has this to say regarding conditions in 1916:—

Silent salesmanship—advertising—will play a more prominent part in the big successes of 1916 than ever before.

Forcible silent salesmanship, which is advertising in newspapers, backed up by equally forcible personal salesmanship, will determine the varying degree of success aspired to by manufacturers in the coming year.

Concerns that have products which the people want at a fair price will have a banner year between now and the beginning of 1917.

The heads of big business organizations are taking advertising more seriously than they have in the past. They are using it in a bigger, better and broader way than formerly, to dovetail with and support the work of their salesmen.

NO LONGER GAMBLE

Silent salesmanship is no longer a gamble. It is a part of organized sales effort. It stabilizes and standardizes business, and you will find that advertised products will reach the pinnacle in sales during 1916.

The newspapers will be the largest gainers in volume of advertising during the coming year. They are raising their standards and giving better service and co-operation to the advertiser and consumer. Hence they are being rewarded by the receipt of bigger and better patronage from the advertiser.

Newspaper advertising is by far the most effective, as well as the most inexpensive, form of silent salesmanship.

So, with people throughout the country having plenty to do, and with the practical elimination of cheap foreign labor and foreign competition in manufacturing, the year 1916 blossoms forth with a fairer promise of good times than any year since 1901.

The Daily and Sunday World will both be used by Mr. Rankin for his clients, covering the Canadian fields. The combination contract including both papers gives quality and quantity in advertising at an exceedingly reasonable price. Ask your favorite agency regarding it, or write direct to

THE WORLD NEWSPAPER CO., LIMITED

40 WEST RICHMOND ST., TORONTO

100,000
CIRCULATION

EVERYWOMAN'S WORLD has grown and grown into the very hearts and lives of Canadian women. The result: it now enjoys more than 100,000 circulation per issue.

This is the greatest circulation of any periodical published monthly in Canada. It is greater than the circulation in Canada of any monthly or weekly publication coming into the country.

For Canada, per capita, Everywoman's World circulation is of the same relative importance, (*in delivering a great selling force*) as is any leading Women's publication of the U.S.A., with 1,427,000 circulation in the United States. As no important national advertiser would omit a U. S. Woman's Magazine with 1,427,000 circulation, so in Canada, for the same reason, no advertiser can afford to omit Everywoman's World.

Think this fact over and you will recognize in Everywoman's World a great selling force, which you must have working to the limit for your sales and advertising departments.

Audited statements and full details of circulation available on request.

Rate, 50 cents per line, flat, for September, 1916, and thereafter until further notice. Contracts for reasonable amounts of space accepted in the meantime for definite space in specified issues, at only 40c. a line, up to and including February, 1917, issue.

Everywoman's World
Canada's Great Home Magazine

The leading value in Canada. The foremost merchandising medium in Canada, as proved out on leading account after leading account. High class magazine circulation to Canadian women exclusively. Rate less than ½c. per line per thousand of paid-in-advance net circulation.

Ask Your Advertising Agency

CONTINENTAL PUBLISHING CO., LIMITED - - TORONTO

Offices also in New York, Philadelphia, Chicago and London, Eng.

Winnipeg Local Advertising Situation

LOCAL DISPLAY ADVERTISING CARRIED BY THE THREE WINNIPEG DAILIES FOR THE MONTHS OF DECEMBER, 1914 AND 1915:

DECEMBER, 1914		DECEMBER, 1915	LOSS OR GAIN
TRIBUNE	372,092 agate lines	434,793 agate lines	62,701 agate lines (Gain)
Free Press	361,970 agate lines	420,491 agate lines	58,521 agate lines (Gain)
Telegram	263,410 agate lines	258,607 agate lines	4,803 agate lines (Loss)

Competition during the month of December was very keen. *THE TRIBUNE*, determined to continue its lead and supremacy in the volume of local display advertising, succeeded in winning first by 14,302 agate lines, although The Free Press published four special publicity numbers during the month (which are included in the above figures) and employed from two to four special men for a period of from five to six months to solicit business and prepare said editions for publication.

THE TRIBUNE carried 176,186 agate lines more local display advertising than The Telegram during the month of December, 1915.

LOCAL DISPLAY ADVERTISING PUBLISHED IN WINNIPEG DAILIES FOR THE LAST SEVEN MONTHS, CAREFULLY TABULATED:

EVENING TRIBUNE	FREE PRESS	TELEGRAM
June 284,637 agate lines	287,783 agate lines	194,484 agate lines
July 326,851 agate lines	275,906 agate lines	195,110 agate lines
August 237,223 agate lines	213,458 agate lines	166,026 agate lines
September 443,228 agate lines	244,842 agate lines	187,613 agate lines
October 322,128 agate lines	286,194 agate lines	221,959 agate lines
November 381,848 agate lines	291,818 agate lines	206,972 agate lines
December 434,793 agate lines	420,491 agate lines	258,607 agate lines
2,380,708	2,020,492	1,430,771

THE TRIBUNE leads its nearest competitor for the above period by 360,216 agate lines.
THE TRIBUNE leads its second competitor for the above period by 949,937 agate lines.

REASON FOR TRIBUNE'S PHENOMENAL GROWTH, PRESTIGE AND LARGE VOLUME OF ADVERTISING CARRIED.

THE TRIBUNE is the only Winnipeg paper to refuse to carry the liquor campaign advertising, and when present contracts expire will eliminate all liquor advertising from its columns

THE TRIBUNE is the only Winnipeg paper that has refused to carry fictitious sale advertising inserted under assumed names, exploiting and misleading the public.

THE TRIBUNE is publishing a 50,000 line campaign advertising national products, increasing the demand for standardized advertised goods by the consumer and retailer.

THE TRIBUNE has the largest paid evening circulation in the Province of Manitoba.

DAILY PAID CIRCULATION AVERAGE ITEMIZED BELOW, for DECEMBER, 34,101

Paid City and Suburban Street and News-stand circulation **3,552**
Total Country Paid Circulation **8,504**
Total Paid Home Delivery Circulation by Carriers in City and Suburbs .. 22,045

The Winnipeg Evening Tribune

WINNIPEG, MAN., CANADA

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 9. Toronto, January, 1916 No. 1

STRAIGHT TALKS

1916—THE ADVERTISER'S YEAR

PROSPERITY has signed a "till forbid" contract with Canada. It is largely for manufacturers and advertisers "to say when." The months ahead are pregnant with advertising opportunities.

When the grim realities of war first gripped our country and our people in their frightening grip, advertising felt the pinch of tightened purse strings. The people got cold feet—and so did advertising.

There was an upheaval in buying habits.

Certain normal requirements were curtailed. Others were passed by. The tide of Canada's normal purchases was gradually lowering. Bank deposits were just as certainly climbing up. Whatever purchases must be made were first casually weighed and considered.

Here is where advertising received a new recognition. Its help in deciding what was more practical and best suited to the buyer's needs was called upon more generally. Advertising was given more interested consideration. The sales of those who consistently retained its influence proved this a fact.

The consumer had placed a new value on advertising.

When the first few weeks of "scare" were passed; when profits from war orders commenced to simmer through the various channels of trade; when Canadian farmers had harvested the richest grain crop on record, this value on advertising was and is still retained. People have come to respect advertising. They are more willing to be influenced by its suggestion and command. The tendency to read advertising—and act upon it—is more general.

To-day—with the months ahead pregnant with advertising possibilities

L'EVENEMENT

—DAILY and WEEKLY—

8 to 24 PAGES

The ONLY French daily Conservative paper in the province of Quebec.

49 years' leadership as the HOME Paper of Quebec City and vicinity

75,000 PERSONS READ L'EVENEMENT EVERY EVENING

When you advertise in this paper you get QUALITY as well as QUANTITY.

"Advertisers get better and more direct results by using **L'EVENEMENT** than by using any other French Medium outside of the city of Montreal."

—Desbarats Newspaper Directory, page 275.

Full particulars regarding rates, circulation, etc., on request.

LA CIE DE L'EVENEMENT

30 FABRIQUE ST. - - - QUEBEC, CANADA

in bigger pockets and more willing consumer interest—it is up to manufacturers and advertisers to say how long and to extent prosperity will be with us.

HAS CANADA MEASURED HER INDUSTRIAL STRENGTH?

WE hear that in a year and a half over one hundred thousand skilled mechanics have been organized and are operating a new and practically unthought-of industry right here in our midst—the making of war munitions.

We hear that the value of their production for a twelve-month is greatly in excess of $250,000,000.

According to the last census this amounts to one-fourth the value of the yearly production of all Canadian industries combined.

What an amazing industrial achievement! What a demonstration of the result of concentrated and concerted effort!

Has Canada discovered herself industrially? Has she unclosed her real potentiality and power as an industrial nation?

Has she proved by this accomplishment that what HAS to be done CAN be done, and what CAN be done OUGHT to be done?

Through economy, greater grain production and war orders Canada turned the balance of trade last year strongly in her own favor. This has poured more money into her borders. It has kept in circulation here much of what otherwise would have passed into foreign hands. It has made good times more generally possible. It has strengthened her foreign credits. It has made her a safer "risk" for foreign investors and buyers of Canadian debentures. All these highly desirable conditions Canada has achieved through the favorable balance of trade.

Ahead are the months when the effect of big crops will be lessened. Ahead is the day when war orders will have ceased. Ahead is the time when the pendulum of trade balance will swing—

Which way?

Canadian manufacturers can decide that right now.

Much of the import money that has left our shores in former years CAN and SHOULD be kept in circulation here through more extensive industrial production and market development. Canadian industries CAN and SHOULD produce in greater proportion and variety the goods her people require.

A grave duty rests upon the Canadian Manufacturers' Association to urge this measure upon its members. A heavier duty evolves upon the Government to get under way an educational campaign to promote this industrial condition still further, and be prepared to offer ways and means and mayhap assistance to ensure it will be realized. The most important duty of all, however, rests with individual manufacturers to prepare the way for bigger, broader industrial development through the more generous use of printers' ink to-day.

Home markets for Canadian goods are waiting for Canadian manufacturers right now. They will be more easily developed and won through advertising to-day than they will to-morrow when swords are sheathed and foreign countries again flood our markets with their goods.

SHOULD FOREIGN PUBLICATIONS BE TAXED?

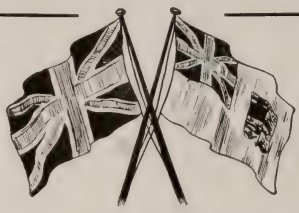
THE lawmakers at Ottawa, in looking about for ways and means for additional revenue through War Tax, would do well to give serious consideration to the plan of placing a war tax on foreign magazines or publications distributed in Canada.

Such a tax would of course affect American publications principally. Carloads upon carloads of American magazines are brought into Canada every month. The Dominion Government receives practically no revenue from these imports. Yet they are in direct competition with the several excellent Canadian publications, each one of which creates a certain amount of revenue for the Dominion.

The millions of copies of American magazines and weeklies distributed in Canada every month are the backbone of the competition between American made goods as against those bearing the Made -in-Canada stamp. The success achieved by Canadian manufacturers in making war goods—an entirely new line for them—clearly demonstrates the ability of Canada to make every line of merchandise required by our growing population, once the interest of our home industries is aroused.

The proposed war tax on the selling mediums used by American manufacturers in the Canadian field, undoubtedly would go a long way toward encouraging the interest of our home manufacturers. We urge the passage of a war tax on Foreign publications.

THE COLORS AT



LETHBRIDGE, ALBERTA

GREEN
Alfalfa
25,000 tons raised in 1915 and fed to cattle, hogs and sheep. From November 10th to 25th the C.P.R. reported shipments of stock worth $543,627 from the district

BLACK
Coal
There are four large mines working full capacity this season and employing 1,700 men at Lethbridge. Other mines at Taber and through the Crow's Nest Pass.

GOLD
Grain
Southern Alberta led the West in this year's big yield. Lethbridge wheat won the $2,500 First Prize at the International Dry Farming Congress, in competition with the world.

THE LETHBRIDGE HERALD
DAILY WEEKLY

Will take your message to the people who get the money for these products.

CIRCULATION FOR DECEMBER, 1915

Daily Average, net paid 5,127 Weekly Average, net paid 2,220

The only Daily in Southern Alberta and the Crow's Nest Pass.

Application made for Membership in A.B.C.

1916 OFFERS IMMENSE POSSIBILITIES

Economic Advertisers Resume of the 1916 Outlook—Business Conditions Fundamentally Sound—Buying Attitude More Generally Favorable—Purchases More Practical — Greater Interest In and Responsiveness to Advertising.

NO year has opened with such favorable opportunities to Canadian advertisers as this 1916. Prosperity is no longer a matter of mere expectation. It is now a reality.

The double-yield grain crop has placed a cool half billion in farmers' pockets. A similar amount for war orders is adding to the general prosperity. Bank deposits of $1,200,000,000 indicate an enormous buying power. Heavily increased bank clearings prove the extent of business activity. The balance of international trade has turned unmistakably in Canada's favor. Canada's credit is on a higher plane. Building activity has received a fresh impetus. There is a growing scarcity of labor. Long standing debts are being liquidated. Poverty is becoming an unknown quantity.

But out of the mass of glowing indications of unusual possibilities, the one of most concern to advertisers is the increasingly favorable responsiveness to advertising.

NOVA SCOTIA AND NEW BRUNSWICK UNIFORMLY PROSPEROUS

A note of confidence pervades the two lower provinces. An abundant yield of fish and fish products, high prices for lumber and farm produce, together with good profits from war orders, have stimulated business in general. No unemployed tramp the streets. No houses or places of business stand vacant or idle, and in many localities there is a noticeable dearth of housing accommodation.

The general business spirit is quite optimistic. Merchants report increased turnovers. More advertising is being used and used more extensively. The general plentifulness of money has awakened a liberal buying spirit.

PURCHASES SOAR IN PRINCE EDWARD ISLAND

Not since 1911 has business in this industrious self-contained community assumed such a healthy aspect. Enhanced prices for potatoes and field crops have benefited the farmers. The Island fisheries produced an unusually large quantity of lobsters, with an unprecedented yield in mackerel and cod. Extensive and profitable operations have been carried on to secure and market the vast stores of mussel mud which abounds in the bays and estuaries about the Island. None are idle, almost all are in good circumstances. The outlook for 1916 is quite hopeful.

Advertising is increasing extensively and merchants are showing a growing preference to back up advertised goods.

The Winnipeg Telegram's Circulation Stands the Acid Test

The A.B.C. After a Most Searching Inquiry, Verifies, Approximately, Ronald, Griggs & Co.'s Figures.

A Triumph for Clean, Honest Business Methods

The auditor of the Audit Bureau of Circulations spent several weeks in Winnipeg this fall, making an examination and audit of the circulations of the three daily papers. The inquiry covered the first six months of 1915. The A.B.C. figures practically confirm the monthly audits of THE TELEGRAM'S circulation made by a local firm of chartered accountants, and published from time to time in that paper.

When THE TELEGRAM discontinued its early morning edition in January, a local firm of chartered accountants, Messrs. Ronald, Griggs & Co., were engaged to make an audit of the circulation records each month and issue a certificate. On their finding the advertisers were given a pro rata rate each month. This policy was deemed fair and honest by all advertisers, local and foreign, but exception was taken to it by a local newspaper competitor.

Ronald, Griggs & Co. gave THE TELEGRAM a daily average for the first half of the year of **41,963**. The Audit Bureau of Circulations' experts verify, approximately, these figures. They show that the daily average circulation of the afternoon editions of THE TELEGRAM, exclusively, for this period was **39,417** copies; or, including the paid circulation of the early morning edition for that part of the half-year before it was discontinued (and which is included in the Ronald, Griggs & Co.'s audit), a daily average of **41,160**. The difference in the two audits of 803 copies, a negligible difference in comparison with the general total, is explained by the different methods of computation employed by the two sets of auditors.

Circulations of the three Winnipeg afternoon dailies for the first 6 months, 1915:

The Winnipeg Telegram - -	**41,160**
The Free Press Evening Bulletin	**38,109**
The Evening Tribune - - -	**30,040**

In a nutshell, based on the test of circulation alone, THE WINNIPEG TELEGRAM is the **quality** newspaper of Winnipeg, as it is in point of fact. In editorial and news features, THE TELEGRAM stands head and shoulders above its competitors. THE TELEGRAM dominates the afternoon newspaper situation, and has **the largest evening circulation of any daily published west of Toronto.**

Daily Average for Six Months When Evening Paper Only Was Published (April, May, June, July, August and September) **41,013---Net Paid 39,806**

BRANCH OFFICES:

J. B. RATHBONE
95 King St. East. Toronto.

I. S. WALLIS & SON
1246 First National Bank Building, Chicago.

VERREE & CONKLIN
Brunswick Building, 225 Fifth Ave., New York.

LEDGER, SONS & CO.,
St. Mary's Chambers, 14 St. Mary Ave.
London, E.C., England.

QUEBEC IS HAVING ITS BUSIEST WINTER

Proof of the general prosperity that has come to Quebec province may be gleaned from the fact that at the first of last year there were 183 branch banks in operation in excess of the previous year.

Quebec province is experiencing its busiest winter. Owing to increased acreage and bigger crops the rural communities are practically all prosperous. In the industrial centres most plants are running full capacity; many have night and day shifts.

Where a year ago the business spirit was one of doubt and fear, to-day it is firm in its optimism and confidence. The people in general have more to spend, and are spending it.

ONTARIO SPECIALLY FAVORED

Perhaps no other province recuperated so speedily from the depression of the first few months of the war than did Ontario. Business in general was quick to resume its regular status and gradually grow with increasing celerity.

Despite unfortunate weather conditions just at harvest, Ontario was favored with the best crop in its history. The value of the total output of Ontario farms last year was approximately $300,000,000.

The lumber industry developed during the past year an output of $40,000,000. Ores were mined to the value of $46,000,000. Gold production showed a 50% increase over the previous year, aggregating $7,500,000. In the mining of copper and nickel there was unprecedented activity.

Extensive orders for war munitions have brought profitable employment to thousands in cities and towns, and materially helped to eliminate entirely the problem of unemployment.

Following are a few analyses of conditions in representative communities throughout Ontario:

OTTAWA'S SOUND DEVELOPMENT

A review of Ottawa's trade for the past three years discloses some very cheering facts. To-day she stands in a much better position than even two years ago. Not because of temporary industrial excitement; not because of fattening war orders that soon must cease. Ottawa's quota of war orders have been small in comparison with other centres. Her development is therefore all the more surprising. Bank clearings for December show an increase of two and a half millions over December, 1913. Her people are spending freely and from the sounder standpoint of consistent growth and expansion of pocket.

NO RELIEF WORK IN PETERBOROUGH

The fact that Peterborough has a number of large factories working on war munitions, embracing shells, harness, woollen goods, tents, flags—a variety of work affecting a number of classes of labor—and that production on regular lines of manufacture is being consistently maintained, accounts for the good measure of prosperity it is enjoying.

Everybody seems to have money

To-Day's Big Idea

The big idea in business to-day is *merchandising—selling the product.* Merchandising includes within its scope and objectives *both* the distributor and consumer.

The distributor comes before the consumer in organization plans, for without good distribution advertising cannot deliver its maximum results.

The winning of good-will and alliance of the intermediate agent (purchasing agent or retailer) is of primary importance, and this good-will and alliance are more quickly, surely and permanently won by talking with and to him through his elect trade or class newspaper.

For this reason, therefore, the medium or mediums in the following list should be incorporated in your 1916 merchandising plans:

The Canadian Grocer
Hardware & Metal
Dry Goods Review
The Men's Wear Review
Canadian Machinery
The Canadian Foundryman
The Power House
The Sanitary Engineer
Marine Engineering
Bookseller & Stationer
Printer & Publisher

Then there is

the ultimate objective

—the consumer. He or she must be "sold" your product or service just as much as the intermediate agent requires to be "sold." Of consumer mediums the following four are found in the Maclean List

Maclean's Magazine
The Farmer's Magazine
The Booklover
The Financial Post

Each of these in its field stands apart as a medium of *interest and influence*—and it is mediums of this character that you should always seek and use.

Send for a copy of the Maclean publication serving your field and let its editorial contents and its list of advertisers do their silent work of revelation and persuasion. In the last analysis *the publication itself* is its own best solicitor.

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

Montreal Winnipeg New York Boston Cleveland Chicago London Eng.

to spend and is spending it. Families who are not usually in a position to make heavy purchases during the past few months have been good buyers of household requirements and wearing apparel.

KINGSTON FORGING AHEAD

War orders and hard pressed factories cannot lay full claim to excellent business expansion and prosperity that has come to Kingston. The business men and merchants of that city are one in laying a sound foundation for future good business by urging the people to "Buy it in Kingston" and thus keep the money at home and in constant circulation. The business spirit is excellent and keen competition has developed with unfriendly rivalry and personal bitterness left out of the running. The buying attitude is greatly improved. People are spending freely. Merchants and local industries report highly satisfactory increases in business.

TORONTO AN INDEX OF PROVINCIAL PROSPERITY

Toronto's excellent financial and trade condition is as much the result of external soundness and flourishing state as internal. The hub of provincial activity, she is first to feel the flush of prosperity.

Here Ontario comes to buy in person or spend her gold indirectly. Even the West journeys eastward each year to leave a share of its bounty.

Toronto's industries are humming with action. Her wholesales report good increases. Her merchants find business brisk. The blight of unemployment has dissolved in thin air. Fatter purses are more general. Her people have the money to gratify their desires—and they gratify them well. Advertising is receiving more thoughtful consideration. The business spirit is confident and keen.

It is sufficient to say that Toronto's bank clearings for December show an increase of almost $48,000,000 over a year ago. Toronto's condition reflects the business soundness and strength of the entire province.

HAMILTON DISCLOSES FINANCIAL VIGOR

All are busy in Hamilton. All have money to spend. Hamilton has and is handling $17,000,000 of war orders. Large purchases of grain, feed, flour and horses at good prices have enriched the surrounding community. New industries are locating in Hamilton. With steady work and good wages as a mainstay, money is kept on the move.

GALT 25 PER CENT BETTER OFF

Galt commercially to-day is not Galt of a year ago. With factories on the constant hum; with merchants doing unusually good trade; with more money to go around and all receiving a goodly share, business in Galt made big strides ahead. The buying spirit of the people is growing with the extent of advertising effort.

Three-Fold Service

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171 MONTREAL; 13 Coristine Bldg.
Jas. Acton, President J. J. Gallagher, Managing Director

BERLIN HAS TIED DULL TIMES IN A SACK

Berlin offers no berth for pessimism. All factories working full capacity and many twenty-four hours, the whole community has been enriched. Its people are utilizing their increased spending capacity. Not recklessly and with an eye for the semblance of a bargain. The tendency is for practical, quality goods with the price motive subsidiary.

MONEY FLOWS FREELY AT LONDON

With 230 industries running full time, and a goodly number, such as shoe factories, bolt works, hosiery manufacturers, and brass foundries working day and night, money is plentiful in this Western Ontario centre. Much of the manufactured goods for Western Canada is produced in this district and consequently any surprising increases, such as the West is just experiencing, affects London and Western Ontario almost immediately.

Wholesale houses and retail merchants of London show uniformly good increases in business, and fewer amounts on their books than has been customary at the close of any year.

COBALT BUYING LUXURIES

Conditions in Cobalt are extremely good as a result of the marked improvement and development of the northern side of the province. The basic industries are mining and lumbering, the latter having been well maintained and the former strongly increased. About five months ago new markets became apparent for silver, and these associated with increased demands in China and United States caused prices to materially advance. Since then the price of silver has been the highest attained in two years. Working forces have been increased, general good times prevail and the outlook for the present year is most cheerful.

The buying attitude of the people is well illustrated in the experiences of a piano agent. For the first nine months of the past year he sold more pianos than during the whole of the previous two years. Where formerly it was good business to secure $100 as an initial payment on a piano, it was now a common occurrence to receive $200, $300 or even $350 as first payment. People of Cobalt and district are evidently in a good position to enjoy modern home comforts and pay well for them.

FORT WILLIAM LOADED WITH GRAIN SHIPMENTS

January first saw enormous increases in the grain shipping business in Fort William. There are indications that more grain will be handled here the first few weeks of the year than the whole of the past season.

Bush work has also received a fresh impetus. Many lumber camps idle last year are resuming operations on extensive scales.

The merchants of Fort William are showing greater confidence in the situation. Where big clearing sales prevailed a year ago, more temperate business methods ind -

A Profitable Market

MAKERS of meritorious goods desiring wider markets will find it to their advantage to investigate Hamilton, the City of Factories, with an increasing pay roll, running up into millions of dollars annually.

The Herald newspaper is the best medium for results, greatest in influence, and reaches more citizens who are influenced in their purchasing by newspaper advertising than any other city newspaper.

Get in touch with us for rates

Herald Printing Company of Hamilton, Limited

THE COUNTRY WEEKLY IS

More than a Man's Paper;
More than a Woman's Paper;
It is a **Family** Newspaper;
A Genuine **Home** Paper.

THE WILSON LIST OF 200 COUNTRY WEEKLIES

opens the door to more than 150,000 worth-while Ontario families, who welcome, trust, and rely upon their local home paper, edited and printed not three miles distant, on the average, from their very doorsteps.
So local is it that the subscriber feels a sense of responsibility in its weekly publication.
Such intimacy makes real productive circulation.
Why not let us show you how your advertising can reach these 150,000 families through their own home papers, with only one cut and one contract?

THE WILSON PUBLISHING COMPANY, LIMITED

73 ADELAIDE ST. WEST, TORONTO, ONT.

cate the growing cheerfulness of the present excellent outlook.

THE NATION'S POT OF GOLD

The story of the three prairie provinces reads like a romance. Almost all are familiar with the general phases of the wonderful prosperity it at present enjoys. One section is scarcely less affected than others. All are uniformly fortunate and flourishing.

The value of the Western crop is placed at $400,000,000. This averages about $200 for every man, woman and child between Winnipeg and the Rockies.

A huge revenue is being realized from the sale of live stock. All Western packing houses are loaded with war contracts as a result of the recent conference of packers at Ottawa. The British, French and Canadian Governments are purchasing great numbers of horses for war purposes.

In some of the cities upwards of a million a month is being realized for shell contracts, while other orders are being placed for harness, clothing, etc.

Almost every farmer did well the past year. With the money coming in from his grain and stock indebtedness to local tradesmen and machine companies is being liquidated, interest on mortgages are being paid up, in many cases entire principals being struck off.

Outside of all this many farmers will have a nice amount left over with which to realize long standing desires and needs. They are coming into the cities and towns in continual streams buying freely of all classes of merchandise—automobiles, pianos and fur coats to no end.

While money is apparently plentiful among the city people, as has been the case for some time, they are more exacting in their purchases, and insist on getting a dollar's worth for every dollar spent. Consistent educational advertising will find as good response among the city Westerners as among the farmers themselves, who, on account of their isolated position, must depend more on advertising to assist them in deciding purchases.

BRITISH COLUMBIA SHOWING DISTINCT IMPROVEMENT

The period of depression which preceded and directly followed the war has pruned business of many extraneous growths due to a decade of unprecedented good times, but to-day there are many factors that promote confidence and cheerfulness in the outlook of the Pacific Coast province.

The extraordinary demand for copper has had a stimulating effect on mine production. The fisheries have made exceptional advances, so much so that for the first time they have excelled their United States competitors in landings of deep sea fish.

British Columbia has, of course, not benefitted to the same extent as Ontario and the eastern provinces by munitions orders. Nor has she, like the prairie provinces, a large community of farmers to be enriched by a bountiful crop. Therefore the satisfactory improvement she has made during the past year is all the more significant.

DISCOVERING A NEW, BIG FIELD FOR A PRODUCT

How One Manufacturer Unearthed a New, Unthought-of Outlet for His Goods, and What He Did When It Began to Respond Almost Immediately

THE realization that the recognized market for your goods was slowly dwindling away is not the happiest thing for any active, progressive salesman-ager to experience. But to find after eight months of war that the whole bottom of your market had crumpled and fallen through—well—

Something *had* to be done, and done quickly.

The line was a household apparatus. It sold to better class homes. Its logical field was the city and town market. To think of tackling any other field was to court ridicule, and the suspicion of lack of common sense. The idea was wholly impossible.

But wait—

Farmers were getting war prices for wheat and vegetables and live stock. Their bank deposits were creeping up and up. They were spending — willingly — extensively

Would a "try-out" among the better class farmers be worth attempting? Was it possible to sell them goods which heretofore seemed a luxury and naturally confined to city and town homes? *Something* had to be done.

So the project was launched. To reach the most desirable farm field *Canadian Farm* was selected. Four thousand one hundred and twenty lines of space was placed and the advertising commenced.

It Paid—

It paid almost immediately.

It paid so well that in the fall, when the farmers' buying power was enhanced by a double crop yield, a second farm paper was added. The "impossible" field had proved the "responsive" field.

Nineteen-sixteen can now be faced with absolute confidence. The path ahead is plain. The end is sure.

A second line will be advertised in addition to the first. Several more farm papers have been included, covering practically the whole farm field. In *Canadian Farm* alone the 4,120 lines of last year has been increased to 14,364 lines of space.

The name of this advertiser, his goods, full particulars regarding his "try-out"—and the result—will be gladly sent you on request by writing *Canadian Farm*, Toronto.

Ask them also to prove how your product can find unusually good response through the prosperous, well-to-do "Buying" field covered by *Canadian Farm.*

(*Advertisement*)

DETERMINING WHAT TO SPEND

The difference between waste and adequate returns in any form of advertising is the difference between a hit-or-miss plan and minute preliminary market investigations. ECONOMIC ADVERTISING *earnestly commends the application of the following article to 1916 plans. Reprinted from the volume, Principles and Practice of Advertising, recently published by the Ronald Press, New York*

AT the outset it should be understood that in most conditions in actual business the problem presented in connection with the working out of an advertising campaign is modified by the previous traditions of the business, by its already determined policy, by its limitations of manufacture, and by the personal equation which enters into any decision of an important character. As a consequence of these modifications, the problem in practice is never quite so simple a matter as the hypothetical consideration of it, where many factors must be assumed.

Following is an account of an actual campaign which was worked out in connection with an automobile accessory. Obviously, in a case of this kind, is it impossible to give the actual figures, but these are unnecessary to show the way in which the campaign was developed and the way in which the use of the principles in connection with the campaign aided in securing high efficiency. The figures and the actual conditions of preliminary investigation will, of course, vary with each particular business and the circumstances of that business. Furthermore, the conduct of the campaign itself and the character of its operation would be very materially changed by the character of the industry and by one of the three following classes into which it falls:—

1. Mail order.
2. Technical product direct to consumer.
3. General product going through dealers or jobber and dealer.

It is obvious that in the first case, the mail order, the advertising being the whole operation, no consideration of any other sales problem is involved, and none of the extensive operations required for the development of the sales organization and the aid to the distributor need be included in this consideration.

Furthermore, the effect of the advertising is not a good-will matter merely or an influence of public opinion, but is a sales-closing proposition in which each advertisement must close the business and close it at the proper price.

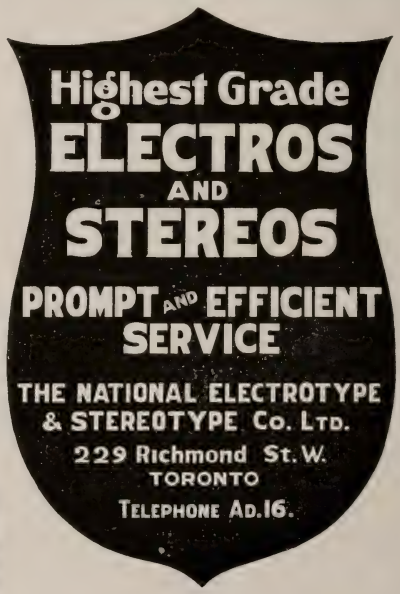
These limitations and requirements govern the investigation of the operation to such an extent that they vary materially from the other two. In a technical product—that is, a product used either for

NOT AN IDLE MAN

Business is good in Hamilton. None are idle. Work is plentiful, wages are high, and the people are spending money freely. An advertisement in

The Hamilton Spectator

will help you to get your share of trade. Dealers will soon begin to re-stock. Every indication points to a heavy demand for all classes of merchandise. Come in now. Opportunity is knocking.



occupational purposes or in connection with an industry where the goods are sold direct to the consumer and to one technically expert in their values—the sales conditions, the requirement of tests and service, and the elimination of distributors, govern the investigation and operation to the automatic limitation of the number of avenues to be used and the character of the sales argument to be developed.

The case which will be considered in these chapters has been taken from No. 3, where the goods go through the distributors hands and where they are of fairly general use. This has been done because this case represents the most frequent and important advertising condition, and because it requires the consideration of practically all avenues of publicity and organization in connection with the work.

PRELIMINARY INVESTIGATION

Inasmuch as this product has to be used on a pleasure or commercial automobile, motorcycle, or motor boat, the consumption statistics were secured in the following way:—

A.—From a development of the number of motor cars in each state as shown in the registrations.

B.—From a development of the number of motorcycles in a similar way.

C.—From a consideration of the output of the motor boat factories and the number of marine motors in use, developed through the registration of members of various motor boat clubs, the statistics available from factories and the investigation of the picked localities.

It was found that at the time of this investigation there were approximately 500,000 motor cars, 200,000 motorcycles, and 250,000 motor boats in the territory which the organization expected to cover.

The disposition of the cars in accordance with the branches of the company were carefully charted out.

The subdivision of motorcycles and of motor-boats was made in the same way and apportioned to each branch.

After taking the number of cars, motorcycles and motor-boats, a careful estimate was made of the possible yearly sales volume to each from the standpoint of money value. Then the present output of the factory was taken and compared with the possible volume in the territory in each branch. It was found that about two per cent. of the business generally was being secured and that about ten per cent. could be handled by the factory working at its fullest capacity.

A further analysis was then made by taking the total number of cars, motorcycles and motor-boats in the territory covered by each branch and developing the amount in money represented by the total volume of sales in that territory. This amount was divided by the total area in square miles, so that a definite volume per square mile of total business in the commodity was secured. This illustrated the

Activity in Chatham—
Advertisers Attention!

THE New Year broke well for Chatham, Ontario. Work was started on the million-dollar beet sugar factory and the Gray-Dort Co. opened a big automobile factory. These, along with the old but active industries, are distributing large sums in wages to workmen and artisans. There are no unemployed and no poverty in Chatham. The Customs returns for last month for the Port of Chatham shows an increase of $42,410.87 over Dec. 1914.

Therefore, no national advertiser can afford to neglect the Chatham and Kent County field, which is covered by the Chatham Daily News and the Weekly Banner-News, the leading local papers—papers with character and sworn circulation. The Daily News was used exclusively in a number of successful campaigns last year, including those for Ivory Soap, Crisco, Wrigley Spearmint Gum and Berliner Gramophones.

THE DAILY NEWS
CHATHAM - ONT.

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

point that the number of cars in some of the agricultural territories was so small and the cars themselves so widely scattered that all the business required to bring the output of the factories up to its greatest possible capacity could be secured in the more thickly settled branches.

Sales efforts in connection with this particular automobile accessory were held over in the district covered by four of the branches, except as the business was automatically produced as an incident of the sale of other products.

COMPETITIVE STATISTICS

A careful investigation was made of competitive conditions, and it was discovered that there were eight principal competitors engaged in practically a national business. Of these competitors the largest had 30 per cent., three others 15 per cent., one 10 per cent., two 5 per cent., the lowest of the eight being 2 per cent., and the rest of the business being divided among more or less local efforts.

Further analysis of the competitive situation showed:

1. That the largest business was held by the firm whose product was most extensively and thoroughly advertised.

2. That the distributing facilities entered very considerably into the matter of sales volume.

3. That the general reputation of the concern and prompt service were important factors as well as the quality of the goods.

This investigation developed also, particularly as to the advertising sales policy—

1. That those competitors who had secured the most business protected the dealer, instituted some sort of training for the sales force and used a satisfaction guarantee of some kind.

2. The advertising of all competitors showed the use of practically the same arguments.

3. Very little effort had been made to establish individuality in connection with the value of the product, individuality having been derived from package, trade mark and other accessories.

In respect to the product itself, this investigation showed that the output of a number of the largest competitors was of practically equal value from a technical standpoint. Further, that a large proportion of the material was sold without identification to the ultimate consumer, and the dealer influence was consequently very great. This has evidently affected prices, as prices were by no means standard and there was not only a great deal of fluctuation but a great deal of difference between competitors as to price.

After this preliminary investigation has been concluded, the necessary step to be taken was the consideration of the sales argument and atmosphere to go behind the copy and the choice of media to be used.

CONSUMER AND DEALER

In considering the sales arguments to go behind the copy, it was necessary to study the con-

MOOSE JAW

The industrial city of Saskatchewan. The natural trade centre for the greatest grain growing area in Canada. The city of big monthly pay-rolls. A grand divisional point on the C. P. Ry. The City of Moose Jaw and trade district is thoroughly covered by

THE DAILY NEWS

Newspaperdom's Winning Daily in Moose Jaw. The News leads in circulation and in advertising. Get full particulars from any recognized advertising agency, or from The News Publishing Company, Limited.

MOOSE JAW - SASKATCHEWAN

City pop. 19,056. Waterloo 5,000.
District pop. 40,000

BERLIN

is one of the

SOUNDEST CITIES IN CANADA

BERLIN

has NEVER experienced a depression

There are no men idle; men are either working or soldiering for King and Country.
There are no factories idle — and Berlin boasts of 130 of them; making everything from Buttons to Auto Tires.

No paper has a more consistent policy — or is more consistently read than

The News Record

94% City Circulation. A.B.C. Audit
Enquire of any Advertising Agency or write direct

Money Abounds in Saskatoon District

With money coming in fast from the phenomenal grain crop, a 30% increase in bank clearings indicates how well it is circulating.

Business in Saskatoon and District is ripe for the reaping.

THE SASKATOON PHOENIX

serves this section thoroughly, being the only morning paper in the northern part of Saskatchewan that covers this district. The farmers will have more money to spend this year than ever before. Mr. Advertiser, now is the time for you to get your goods before the people of the Saskatoon District.
For rates and information apply to the Saskatoon Phoenix or to

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

sumer and the dealer. Investigation disclosed the fact that only a small percentage of the consumers actually insisted upon securing a certain brand of material, the majority of them evidently being influenced more by the convenience of buying.

Further investigation disclosed the fact that while there was a good market for a high-priced material, such as was being considered in this campaign, a very large number of dealers were buying mainly on price, with the exception that prompt service on delivery was of considerable importance.

A study of the consumer showed that there were about 10 per cent. to 12 per cent. of users who were intimately interested in every detail in the running of the car or boat, to such an extent that every item which entered into its production or up-keep was discussed and of importance to them; that about 30 per cent. paid considerable attention to the buying of supplies and equipment for the car and could be induced to insist upon one item or another when the importance of the item could be sufficiently illustrated; and that a considerable portion of the users were not particularly concerned with anything in the way of accessories, so long as the car ran properly and the charges were not unduly large.

Thus, there were the keen lovers of motoring or motor-boating who, either from necessity or pleasure, demanded the best of service and were sufficiently interested in that demand to investigate the requirements of such service; a larger proportion of the users who, while enjoying the pleasure and being to an extent interested in producing the best service out of the motor, were not willing to study to any great extent or to wade through the technical matter necessary to keep up with all the requirements; and about 50 per cent., who were only interested in the car as a convenience, to be dismissed from the mind so long as it fulfilled its purpose without any serious mishap.

Investigation was made of the product itself, and the values which the manufacturing end of the business placed upon it in comparison with competitive materials. In the course of this investigation two outstanding items of individuality were brought to the advertising man's attention, which indicated the possibility of increasing economy by the use of the material. Sufficient tests had been made and sufficient testimony received from customers amply to prove this condition. From the investigations and consideration of the matter it was decided that the sales argument should have the following fundamental ideas behind it:—

1. The atmosphere of the copy should indicate the addition to pleasure to be secured from the use of the motor.

2. The copy should be arranged to link this pleasure with the human interest of the motorist, and finally,

3. The evidence should supply

WITH ten times the money you will have to spend on advertising in 1916 you will still need the Impelling Idea if markets are to be held and broadened.

Down beneath the surface of your proposition is a dominant SALES THOUGHT that will make your goods more generally wanted and sought after.

This big, persuasive force, this Impelling Idea may be hidden away in the goods themselves, or in their packing,

or in their distribution, or in the vanities or needs of humanity.

Wherever it may be found, a consultation will disclose the thoroughness with which we investigate and analyze your entire proposition.

Let us help you take full advantage of this year of broader desires and bigger pockets. Let us help you broaden and expand your market by getting this Impelling Idea into Your 1916 advertising plans.

We will gladly talk it over with you, anywhere, without obligation. Write, phone or wire.

NORRIS-PATTERSON LIMITED

Advertising Agency

MAIL BLDG., TORONTO Phones Adelaide 2231 2232

18000 HOMES

And a large number of additional readers, may be reached and influenced daily through

THE MORNING ALBERTAN

— At Calgary —

Tell Your Story To Them.

Ask your Agency for Rates.

Can Your Proposition Be Sold

to the Catholic Clergy? Could it find a market in its Schools—Colleges—Seminaries—Clergy? Would it interest the best Catholic people from Coast to Coast? If so, you'll find such a field highly responsive through

The Catholic Record

SWORN CIRCULATION

29,500

Catholic Record readers believe in the Catholic Record implicitly, and this trust and confidence is conveyed to the advertising columns.

Any Agency will gladly give you rates, or write

484-486 Richmond Street
LONDON - ONTARIO

MEDICINE HAT

a city of 10,000 people, the centre of a district of about 10,000 square miles, containing approximately 50,000 more.

The greatest crop the district ever harvested and large munitions orders for the city's factories have completely restored normal business conditions.

THE NEWS
(Daily and Weekly Editions)

completely covers both city and district.

Sworn Circulation

Subscription list almost entirely "paid up."

The NEWS is the only effective medium for advertisers to reach the purchasing public of Medicine Hat and south-eastern Alberta.

Rate cards, circulation statements and any other information desired sent on request. Correspondence solicited.

A. J. N. TERRILL,
Editor and Manager
O. D. AUSTIN,
Advertising Manager

the argument to technically prove the claim.

CHOICE OF MEDIA

The choice of the media for this campaign was considered on the basis of preliminary investigation, the condition of the consumer, and the type of sales argument to be employed.

A further study of conditions in the cursory consideration of the matter developed that the number of motorists was only a very small part of the total population, that the individual class motor magazines reached only a very small percentage of the total number of motorists, and that these motorists included every type from the standpoint of reading habits and taste and other type divisions. Street cars were quickly eliminated because of the enormous waste attached to dealing with so large a percentage of the population to secure the attention of so small a number, with the additional consideration that except in the larger cities the motorist did not ride frequently in street cars.

The number of branches and the extent of sales distribution already secured by this company made it necessary to consider an advertising campaign in all parts of the company's territory in order to agree with the sales work and organization.

The small part of the population interested in this particular commodity, the small money value of the yearly sale to the automobile owner, and the necessity for covering much ground with a small possible expenditure, made it obvious that the backbone of the campaign would have to be territorially extensive media which were valuable as to the selection of readers. For the principal periodical media, therefore, the general magazines were chosen, along with the magazines specializing on matters connected with the automobile for the "crank" motorist.

CIRCULATION ANALYSIS

The choice of a proper number of magazines and the ones individually fitted to answer the purposes of this campaign was a hard matter, owing to the fact that there was practically no evidence as to the number of automobile owners in proportion to the total circulation of the medium, except as the amount of advertising secured along automobile lines could be considered as evidence. This evidence was not thought satisfactory, and after a number of ineffectual attempts to secure some kind of evidence upon which the expenditure of considerable money could be reasonably predicted, out of a number of general magazines offered, a choice was made of about twice the number contemplated, this choice being based upon the editorial policy, the circulation policy, and the reports from the company's field force.

These magazines were then requested to send into the advertiser's office circulation records covering fifteen cities of sizes varying from 50,000 to 200,000. Altogether about five hundred thousand

names were accumulated, covering cities scattered from the East to the Southwest. These names were compared by trustworthy men in each locality with the tax list, the city license list, the location of their residence and their recheck from the storekeepers.

Six months was required for this work, but at the end of the time all these magazines had been tested through a sufficient proportion of circulation, scattered widely enough to give an average of the percentage of automobile public to which they catered.

The conclusions secured from this investigation were as follows:

1. The amount of automobile advertising was not an exact indication of the value of a particular medium for automobile audience.

2. The circulation of interest, that is the circulation going to automobile owners or possible owners, was not by any means in proportion to the total circulation of the magazine. In one case a publication having 400,000 circulation at a cost of $400 per page per issue, showed an automobile audience of 75,000, while another publication, having a total of 125,000, at a cost of $250 per page per issue, showed a total of 100,000 circulation of interest to a man selling to automobile owners.

The figures were entered on Chart A and then figured out in reference to the cost of the magazine page on Chart B. From these charts the final choice of the magazine media was made.

The choice of the other media and the conditions governing the amount and proportion of the appropriation allowed them were

CIRCULATION DATA

MAGAZINE	% GOOD LOCATION (WITH MONEY FOR LUXURIES SUCH AS AUTOMOBILES)	% MEDIUM LOCATION (MOST GENERAL ARTICLES INVOLVING LESS THAN $500 EXPENDITURE)	% BAD LOCATION (POOR BUYING POWER)	

Chart A

CIRCULATION DATA

NAME OF PUBLICATION	TOTAL CIRCULATION	COST OF MAG. PAGE	*GOOD LOCATION	CIRCULATION OF INTEREST	COST OF ADV. PER 1000 USING MAG. PAGE	**GOOD AND MEDIUM LOCATION	CIRCULATION OF INTEREST	COST OF ADV. PER 1000 USING MAG. PAGE

* GOOD LOCATION - WITH MONEY FOR LUXURIES SUCH AS AUTOMOBILES, ETC

** " " AND MEDIUM LOCATION WITH MONEY FOR MOST GENERAL ARTICLES INVOLVING LESS THAN $500. EXPENDITURE

Chart B

worked out by investigation in varying ways.

DEALER'S INVESTIGATION

One thousand dealers were visited, and from this experience a dealer's book was gotten up which contained all the advertising to be conducted to the consumer, and in certain publications having dealer circulation the consumer advertising was run as a part of the dealer copy.

It was felt after visiting the dealers that some means of identifying the dealer and tying up the campaign to both must be found. A sign for the front of the dealer's store had long been used in similar advertising and this sign was made a feature of the copy to the consumer in the general magazines, to the dealer in his advertising, and to the salesman, so that all legitimate dealers should have one set up.

This scheme proved to be effectual only with transient or touring motorists, and some more definite system was wanted for the ordinary case. The direct mail system was made available for the dealer in order to get the full effect. Wherever the dealer began to stock the goods letters were sent for him to all the automobile owners in his community, calling attention to the fact and requesting them to have their needs filled at that store.

The question of outdoor advertising came in for a good deal of attention, because of the outdoor character of the proposition and the many opportunities of attracting the motorist at the time of his use of the machine. Investigation made by driving an automobile along the touring routes disclosed the fact that there was a great deal of loss of attention due to the location of many signs. All locations for signs were therefore carefully selected, all suggested locations being refused unless showing head-on to the road; while many of the locations obtained were situated so that the lamps of the car would sweep the board at night.

Window display, printed matter and other items were included in the campaign, the proportion of the various items being as follows:

General magazines	31 per cent.
Outdoor	25 per cent.
Trade journal	12 per cent.
Printed matter	12 per cent.
Small signs	5 per cent.
Direct mail for dealer	7 per cent.
Window, counter and show displays	7 per cent.

CANADA'S SHELL ORDERS SO FAR $375,000,000

So far Canada's shell orders from Great Britain are estimated to total $375,000,000. This in excess of orders for uniforms, underwear, boots and other accoutrements.

The steel requirements for orders already placed will tax to the limit the output of every plant in Canada. While the new industry of copper and zinc refining will be given an unlimited market, with high prices for the output.

THE NEWSPAPER A HOME INSTITUTION

Says Truman A. DeWeese, in Talk on Newspaper Advertising — Advertising Ninety-Nine Per Cent. News—Newspaper Habit the Natural Modern Habit, and the Daily Newspaper a Home Institution

TRUMAN A. DeWeese, Director of Publicity for the Shredded Wheat Co., spoke recently at a luncheon of the Six-Point League on the value of newspaper advertising, choosing for his subject "The Lazy Dollar and How to Put it to Work." He prefaced his remarks by saying that in limiting his talk to newspaper advertising he did not intend to discredit any other form of advertising.

"The function of advertising is to sell goods," he said. "That is merely another way of saying that it is the business of advertising to keep a dollar at work. A dollar tied up in merchandise that lies on the dealer's shelves is not at work. It is a lazy, unproductive dollar. There is no profit in merchandise that lies in the warehouse of the manufacturer or on the shelves of the dealer. It is advertising that moves the goods and makes the dealer get busy in the channels of trade."

WHAT IT HAS DONE FOR ONE CONCERN

Mr. DeWeese then gave an account of the important part which newspaper advertising has played in the building up of the Shredded Wheat industry at Niagara Falls, how the business has grown from small beginnings to its present proportions where the product has an international distribution, being sold throughout the United States, Canada, and the British Isles. He then discussed newspaper advertising in its larger relations to mercantile and manufacturing developments, showing its importance as a factor in merchandising. He continued in part:

"Advertising in national mediums may help to popularize a trade mark and educate the people regarding a commodity, but the newspapers will have to move the goods. Any national publicity campaign for a commodity that is within reach of the people is therefore incomplete and inefficient unless backed up by newspaper advertising which leads the purchaser right up to the door of the dealer.

"There is no conflict between the newspaper and the magazines as advertising mediums in the mind of the experienced advertising men. Each has its value in the general scheme of merchandising. Where an article can be purchased by only a small percentage of people it is possible to give it national fame through the magazines, but even then it is necessary to localize this national fame through newspaper advertising in selected centres of distribution.

"The newspaper is published to give the 'news'—but advertising is news. If advertising isn't news,

the merchant should employ an advertising manager who can put news into it. Even the dryest advertisement will take on a certain amount of news value if it is run in a newspaper. It is in the atmosphere of news. It is on a live wire. Advertising must respond in some part to the human hunger for news. The word 'news' is merely another word for information, and advertising should be 99 per cent. pure information. In no way does the newspaper more admirably fulfil its function as 'the people's university' than in the daily information printed in its advertising coulmns.

"Ninety per cent. of all the commodities in the average store are purchased by women. The newspaper stands first as an advertising medium because it is peculiarly a home institution and sustains an intimate relation to the family circle. The newspaper habit is an American habit. If you step into a street car in the average American city, you will notice that every passenger has his nose buried in a newspaper. He is not looking at the so-called advertising cards that are tacked above the windows. Street car advertising is no doubt worth all it costs. But the street car does not go into the home, neither does the billboard.

"The two things that distinguish the newspaper from all other advertising mediums are timeliness and concentration. Other mediums may cover the country thinly and have a long life, but the newspaper makes a quick, definite impression, and multiplies this impression many times with the largest possible audience in a given area.

"Newspaper advertising that is properly done sells the goods before the customer comes into the store."

CANADA'S FINANCES AT YEAR END

Sir Thomas White, in an interview last week, stated that the finances of the Dominion at the end of the calendar year, 1915, were most satisfactory and that the returns from the war budget of February last had exceeded his best expectations. Between reduction in expenditures owing to the policy of proceeding only with works under contract at the outbreak of the war, and the largely increased revenue from the new taxes and customs and excise duties the financial position was most favorable.

As Canada had faced the financial situation by a comprehensive measure of taxation last February and had followed only legitimate financial methods, her credit stood very high in the financial world both at home and abroad.

The people of Canada could preserve that credit and keep the nation strong for the war by increasing production and exercising a reasonable economy. "Work harder, save more," was a good motto for war time.—*Monetary Times.*

Prosperous Western Canada

"December, 1915, was the best month we ever had since we embarked in business," declared a prominent Winnipeg retailer. "Money from the proceeds of the crop has been pouring into Winnipeg in such a steady stream and in such a great volume that it is said to be embarassing to some of the loan companies and banks to know what to do with it. Mortgages are being wiped off, over-due interest liquidated, old accounts discharged and supplies purchased in a way never experienced before. Never in the history of the West has there been a period when the people, especially the farming community, could gratify their wants, either in the way of necessities or luxuries, without feeling the expense, like the present time. I know scores of farmers who a year ago were struggling under the burden of a heavy mortgage, with arrears of interest and loaded with heavy floating debts, who are to-day freed from every monetary obligation and who enjoy besides the pleasant feeling that they possess a handsome credit balance in the bank.

"One loan conpany in Winnipeg, during the week ending December 8th, is known to have received in remittances from country parts over $297,000.00, chiefly repayments of principal. Another loan company received a check from a farmer early in December for $10,802.00, representing $10,000.00 principal on mortgage, $800.00 in full of interest and $2.00 for discharge. In the course of his letter the farmer said: 'My mortgage does not mature until January 1st, 1916. I am not asking any discount for prepayment. I have been with you for ten years and you have always treated me decently, but

you will never again get me on your books or see me a borrower.'

"When a salesman in a city store commented upon the size of a wad a farmer displayed when purchasing a $125.00 coon coat, the farmer replied, 'My boy, I have lying in an old bureau drawer down home, tied with a piece of binder twine, a roll of bills containing $8,000.00. This represents part of what I have left over after wiping off my mortgage, back interest, store debts and all outstandings and I haven't sold all my grain at that.' "

If there is any field in this hemisphere which should respond to an expenditure on an advertising campaign, it is Western Canada, and it is a field which can be covered more economically than any other territory of equal extent on the continent by employing the FREE PRESS of Winnipeg.

The FREE PRESS is the only Morning newspaper published between Toronto and Regina, a distance of 1,590 miles, and the combined paid circulation of its Morning and Evening editions exceeds the combined paid circulation of all the daily newspapers published in Winnipeg and Manitoba.

Any advertising agency in Canada will be glad to undertake the preparation of an advertising campaign and quote rates.

Manitoba Free Press Co., Limited
Winnipeg

E. J. GUY, ESQ., EASTERN REPRESENTATIVE
Canada Life Building
TORONTO

CANADA: ANALYSIS OF POPULATION

Figures of Significance to Advertisers

PREPARED BY JOHN C. KIRKWOOD

		British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Summary
Population by Provinces (Estimated, 1915)		500,000	500,000	600,000	560,000	2,860,000	2,190,000	370,000	500,000	94,000	8,174,000
		=6%	=6%	=7.3%	=7%	=35%	=26.8%	=4.5%	=6%	=1.3%	
Urban (5,000 and over)		268,600	197,600	133,877	225,415	1,211,801	895,808	82,208	138,923	12,000	3,166,232
		=53%	=39%	=22%	=40%	=42%	=40%	=22%	=27%	=13%	=37%
Rural (including places of under 5,000)		231,400	302,400	466,123	334,585	1,648,199	1,294,192	287,792	361,077	82,000	5,007,768
		=47%	=61%	=78%	=60%	=58%	=60%	=78%	=73%	=87%	=63%
Community Centres—											
500,000 and over	No.					1	1				2
	Pop.					500,000	641,607				1,141,607
	%					=17%	=29%				=14%
100,000 and over	No.	1			1	2					4
	Pop.	161,700			225,000	200,988					587,688
	%	=32%			=40%	=7%					=7.02
50,000 and over	No.	1	2	1		1	1	1	1		8
	Pop.	50,000	150,000	50,000		60,000	90,000	56,000	50,000		506,000
	%	=10%	=30%	=8.3%		=2.1%	=4.1%	=15%	=10%		=6%
20,000 and over	No.			2		5	2		1		10
	Pop.			52,527		116,249	40,684		17,601		227,061
	%			=8.6%		=4%	=1.9%		=3.5%		=2.7%
10,000 and over	No.	1	2	1	2	15	5	1	2	1	30
	Pop.	18,000	30,600	15,000	28,685	203,940	74,500	14,000	27,200	12,000	423,925
	%	=3.6%	=6%	=2.5%	=5%	=7%	=3.4%	=3.8%	=5.4%	=12.8%	=5.43%
5,000 and over	No.	4	2	3	2	22	7	2	7		49
	Pop.	28,900	12,000	16,350	12,000	135,598	49,617	12,208	44,122		310,195
	%	=5.8%	=2.4%	=2.7%	=2.14%	=4.74%	=2.24%	=2.24%	=8.8%		=3.8%
Community Centres—											
Under 10,000 in which newspapers are published, and the population served by them.	No.	58	79	159	68	288	47	16	33	1	749
	Pop.	260,300	314,400	482,473	346,585	1,783,797	1,343,209	306,000	405,199	82,000	5,317,963
	%	=52%	=63%	=80%	=62%	=62%	=61%	=81%	=81%	=90%	=65%

NOTE:—This table indicates the distribution of Canada's population; shows, by provinces, the location of major and minor cities; and demonstrates the importance of using the newspapers published in the smaller centres of population (under 10,000). Only 35% of Canada's population resides in cities, leaving 65% dwelling in what may be called rural communities. Of community centres of 10,000 and over there are 54; of community centres of under 10,000 in which newspapers are published, there are 749. To neglect the cultivation of the rural community field is to leave almost two-thirds of Canada's population practically uncanvassed.

CANADA'S BEST MARKET—THE 65 PER CENT. FIELD

By John C. Kirkwood

WHY is there more white wool in the world than black wool? The answer is—Because there are more white sheep than black sheep.

Why is rural Canada a better market than urban Canada? And the answer is—Because a great many more people live in rural Canada than live in the cities of Canada.

Yet, when an advertising campaign is planned, the common tendency is to make straight for the mediums published in the cities—this, of course, when the commodity to be advertised is one of general consumption.

If it is a national campaign here is the probable list of cities:—

Halifax	Winnipeg
St. John	Regina
Quebec	Saskatoon
Montreal	Calgary
Ottawa	Edmonton
Toronto	Vancouver
Hamilton	London

And even in this small group the chances are that two or three of these cities will be omitted—because the average appropriation for a Canadian campaign is not ample enough to conduct a strong campaign in the entire list of cities, using the desirable mediums in each.

THE IDEA OF TERRITORIAL MERCHANDISING

In the United States, where advertising experience and knowledge are greater than in this country, merchandising—and this may be taken to include advertising—plans are being more and more confined to localities, territories or regions. Concentration of effort assures more complete success. Also, by this method, risks of loss or failure are lessened.

In Canada the practice of cultivating a market on the unit plan will grow, as it should; and when this day of sounder merchandising comes, the dailies published in the smaller cities and the country weeklies will get advertising which they are not now getting, and the dailies published in the metropolitan centres in the territory being cultivated will also likely get more advertising than they get on the present common system of nation-wide publicity.

THE TALE FIGURES TELL

The importance of the rural community field is established by the population chart accompanying this article. It is likewise established by the records of retail stores in Canada.

Briefly summarized these groupings and totals are as follows:—

	Estimated
Boots, clothing, drugs, dry goods, furniture, hardware, jewelry and music stores	18,766
Grocery stores	14,923
General stores	19,101

These general stores—note their number in comparison with the

In War Time, more than in Peace Time,
Advertising is concentrating in
the strongest and best
daily newspapers

The Ottawa Free Press

(Member A.B.C.)

is the Ottawa paper which carries the greatest amount of general advertising. It is one of the few dailies in all Canada that did a bigger advertising business in 1915 than in 1914.

Only a few of the stronger dailies in the country —a paper here and a paper there—can show the record of The Free Press. Such papers represent the cream of advertising values in Canada.

Well informed advertisers know that the certain, definite field covered by The Free Press is readily responsive to a merchandising appeal.

The Publishers, or any Advertising Agency, will gladly give full information about advertising conditions in Ottawa —the City of Prosperity.

figures for the other classes—are manifestly found in rural communities; and it is fair to assume that half of the other stores are found in the "65% field." So studied, we have:—

Total number of city stores. 16,845
Total number of rural stores 35,945

and it's dollars to doughnuts that these 35,945 rural stores distribute more goods measured in money than do the 16,845 city stores.

I hold no brief for any class of medium. I merely wish to point out that wise merchandising—and advertising—should give the "65% field" its proper share of attention.

Finally, I wish to say what has already been said, namely, that modern merchandising is recognized first and national afterwards. It is better to GROW into national merchandising than to Go into it.

CHRISTMAS EDITIONS SHOW SPIRIT AND ENTERPRISE

Publishers vied with each other the past Christmas season in producing year-end editions which presented good buying influence for advertisers. Advertisers and publishers alike are to be congratulated on the way they consolidated their efforts in influencing the buying spirit through these special issues.

A few of the outstanding numbers warrant special mention:

Halifax *Herald* produced a handsome "end of the year" edition of twenty-four pages. One of the features of this issue was a review of Nova Scotia's industries and trade which made most interesting reading, especially at this time. Many of the pages were in two colors and abounded in illustrations.

In celebration of their hundred and fifth anniversary the Kingston *Standard* issued in masterly manner a forty-page paper of many timely features, including an illustrated section on the European conflict.

Another Kingston paper deserving to be proud of its Christmas issue is the *British Whig*. It also appeared in forty-page size, six sections in all, one an interesting pictorial section.

London *Farmers' Advocate* celebrated its fiftieth year of publication and service with a Christmas issue above the average. A specially designed cover by Norman Price attractively held together an all-absorbing issue.

The Christmas number of *Manitoba Free Press* was notable for the symposium of trade opinion by Winnipeg merchants is presented. An additional feature was stories by western writers, which undoubtedly proved of marked interest.

A feature of Regina *Leader's* thirty-two page Christmas shopping edition was the introduction on the first page of a full page design containing an appropriate message. The rest of the issue was well worth careful perusal.

THE JEWISH DAILY EAGLE

9th Year of Publication **DAILY** Printed in Yiddish

AND

The Canadian Jewish Chronicle

2nd Year of Publication EVERY FRIDAY Printed in English

The organs of Canadian Jewry which enter almost every Jewish Home in the Dominion

Jewish Population in Canada 150,000

Montreal 60,000

For Subscription and Advertising Rates, Apply Manager,

The Eagle Publishing Co., Limited

516 St. Lawrence Blvd. Phone East 631 MONTREAL

The Daily Average Circulation of

THE EVENING RECORD

(WINDSOR)

for December was

9,161

(not including 15,000 extra)

Advertising Rates (Plate)

Under 1,000 lines - 3c. per line
Over 1,000 lines - 2c. per line
Over 5,000 lines - 1¾c. per line
Over 10,000 lines - 1½c. per line

John A. McKay, Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

RECENT ADS—GOOD AND OTHERWISE

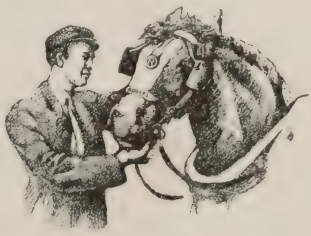
By The Captious Critic

OUT of the several ads chosen for review this month it would be hard to refrain from mentioning first the Neolin ad. It handles so well a difficult problem.

Traditions are prejudices and therefore not easily surmounted. But when an advertiser has to face a tradition handed down from age to age almost since time began, and when his proposition is one that is new and unknown, the problem of how to surmount the difficulty becomes more complicated.

The Neolin ad solves it simply. It plays up to our natural interest in anything new, unseen or unheard of before. It harnesses this interest to the article to sell by causing us to enter into the enthusiasm of the inventor for his creation. We feel the creation of Neolin is an achievement of major importance. Our prejudice for the race-old tradition that leather is the only practical material for footwear is over-ruled and our minds made willing to be influenced in favor of Neolin.

The Neolin ad has handled a difficult problem most satisfactorily and is strengthened by the use of a very human and thought-creating illustration.



ROGERS' SERVICE

"Well, old hoss.

"We've got to do SOME hustling to get Rogers' Anthracite to people that want it in a hurry, but---

"You know, when the boss says that our Service must be real---why it's up to us.

"It's the inspector's job to see that every ton is 2,000 pounds. But you, old hoss, have to buckle down into the harness and do a quick-step to get every load there on time---that's part of the Service.

"But, believe me, that's not all! Then, come in with a good big share of the Service. You got to do some thinking and pulling, but it's little ME that has to get the Rogers' Anthracite quickly and neatly, or look for trouble

"Believe me, old hoss, this Rogers' Service is some big thing. People don't know just how fine it is until they want it. And people do want it—how they do want it, sometimes---COLD, WET DAYS, WHEN THE STREETS ARE ICY AND SLIPPERY, AND EVERYBODY WANTS ROGERS' ANTHRACITE IN A HURRY.

"But the boss puts it up to us. We're all in on it. Everybody wants to jump in and keep Rogers' Service UP TO THE DOT.

"Ana, believe me, old timer, we do"

THE ELIAS ROGERS CO., Limited

ALFRED ROGERS,
President

28 King Street West
Phone Main 4155

The Rogers' ad is a case where an appeal to human interest has run away with itself. Admitting that many coal heavers may have a strong attachment for the animals they drive through the streets; it is hardly believable there exist any who would make a "speil" of this tone for such length.

On the other hand it is doubtful if such an appeal would sell many tons of coal, or arouse a desire to secure the advantages of the services mentioned.

The appeal to human feelings is made from the wrong end of the driver's trip. "Promise" is not nearly as convincing as "achievement." Therefore to picture the agreeable surprise of a PROSPECTIVE CUSTOMER at the moment she catches sight of her heaping bin of anthracite just one hour after phoning her order—an

Help to Make Her Dream Come True
FLOUR FROM CANADA
SHE is one of some Three Million Belgians who, since they refused to sell their honor to Germany, have lived on the brink of starvation. A thriving industrial people, used to life's comforts, they have been reduced to a state where they dream not of luxuries or pleasures, but of having enough to eat.
True to their character as the war has unmasked it, the Germans callously refuse to help the starving. The task of feeding them has been undertaken by Belgium's Allies and Neutral Nations, through the
Belgian Relief Fund
Central Executive Committee, 59 St. Peter Street, Montreal.
$2.50 KEEPS A BELGIAN FAMILY A MONTH

appeal along such a line as this would cause the facts regarding Rogers' "service" to sink in with greater force and conviction.

How different the Belgian Relief Fund ad. It does not stop on the way with a lot of silly palaver but reaches past, through word and picture, to the immediate point of interest between the reader and the proposition—the personal satisfaction the giver will receive in answering the appeal. Charity can be made to appear a most pleasant and desirable quality.

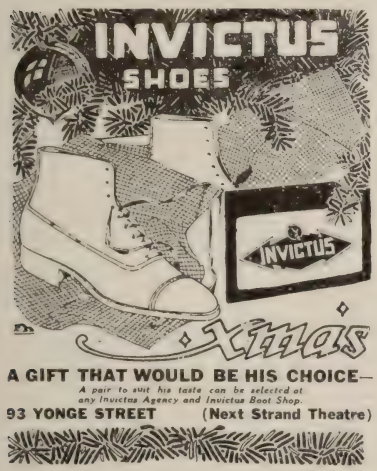
* * *

Among the many excellent Christmas ads the Moir layout is one of the few that sticks in one's mind in a pleasant way now the festive season is past. Happily conceived as to arrangement of

An Ideal and Pleasing Christmas Gift
Moir's Chocolates
Moir's Chocolates are simply irresistible.
A varied assortment of deliciously flavored creams, nuts, fruits, jellies and many other exquisite centres temptingly hidden away beneath a coating of smooth, rich chocolate.
Put up in packages varying in weight and in a variety of designs.
Moirs Limited Halifax, N. S.
MOIR'S
CHOCOLATES
Herbert Dowling, Manager for Ontario, 37 Eaton Ave., Toronto. Phone Gerrard 3713.

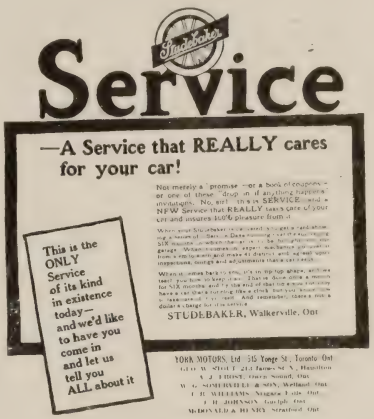
component parts, each division is clear and easily grasped in an instant. The reader's attention is thus conserved and concentrated upon the box which also is forced to the fore by nature of the arrangement.

The Invictus is the type of Christmas ad that attracted attention but did not sink in beneath the surface. This largely because the picture was not clear and had to be thought out by readers of newspapers. This lack of clearness was more noticeable in the original size than in the miniature herewith. When a reader has to spend time to figure out that a shadow effect is virtually a box, it leaves too great an opportunity for him to pass the advertisement by. In newspaper advertising especially it is essential


INVICTUS
SHOES
INVICTUS
Xmas
A GIFT THAT WOULD BE HIS CHOICE—
A pair to suit his taste can be selected at any Invictus Agency and Invictus Boot Shop.
93 YONGE STREET (Next Strand Theatre)

to make a sharp, clear impression on the reader's mind instantly.

The term "service" has been so used and abused by every Tom, Dick and Harry, who scarcely understand and appreciate what the word signifies, that it is with distinct relief we turn to an advertisement that offers such definite "service" in so agreeable form as the Studebaker ad. There is something intrinsically tangible about this offering; something restful in the oddness of arrangement


Studebaker
Service
—A Service that REALLY cares for your car!
This is the ONLY Service of its kind in existence today—and we'd like to have you come in and let us tell you ALL about it
STUDEBAKER, Walkerville, Ont
YORK MOTORS, Ltd., 585 Yonge St., Toronto, Ont

that makes one enjoy reading this ad, and if in the market at all can hardly miss the influence it wields.

TO CONQUER FOREIGN MARKETS

A commercial understanding among the allied countries and plans to conquer the foreign markets were among the important economic questions discussed today at a meeting of the presidents of the Chambers of Commerce of France.

The alliance of business interests, which has been proposed by Great Britain and France, intends to devise ways and means of effectively opposing Austrian and German industry and commerce while the war continues and after peace has been arranged. Canada and her industries will share in this development.

MAKING THE PICTURE DYNAMIC

By Fred. Booth, of Pringle & Booth, Toronto

IF you could peep into the advertising department of Canada's largest mail order house you would find a distinct change of policy in regard to the illustrating of their bulky yearly catalogue. A mail order catalogue sells the goods it lists largely through the medium of pictures. The pictures must do most of the work. They must interest. They must create desire. They must convince.

This mail order house knows by long experience the important work the picture is called upon to perform. When it will take the bulk of the hundreds of dollars usually spent in wash and line drawings and place it in photographs—there must be a value and impelling force in photo-reproductions unattainable by other means.

It is not the intention of this article to deprecate the value of other forms of illustration. The product of the pen and brush will never be outlived. But when a faithful representation of the actual goods is required, when absolute fidelity to detail is essential, not even a Leyendecker, Gibson or Flagg could achieve these ends as truthfully, nor any way as economically as a photograph.

So the use of photography in advertising grows every hour.

The maker of ladies' whitewear secures added interest to his advertisement by the use of photographic illustrations, showing the goods on living models. Such pictures arouse at once a feeling of kinship, of familiarity with the reader.

The maker of neckwear leaves no room for doubt, by picturing with perfect fidelity the actual texture, sheen and pattern of his goods.

The manufacturer of machinery gives the necessary spark of truth to an amazing incident or test by securing the aid of a photograph—a picture that cannot lie.

The grower of raisins makes mouths water with insatiable desire by picturing with such realism a few freshly cut, mealy slices of bread, abundantly dabbed with his succulently delicious fruit.

Even the editorial departments of high-class American monthlies are learning the advantage of photographic illustrations to give an atmosphere of reality to tales of fiction.

In fact the progressiveness of a firm, the strength and pulling power of its advertising, can often be gauged by the extent and manner in which it utilizes photography.

A FORCE NOT TO BE PLAYED WITH

However great the power of the photograph in advertising, poor photographs cannot take the place of other forms of art. To adequately bring out through photography all there is in a product, requires as much well-directed intelligence in itself as mapping out

the complete merchandising campaign.

Formerly the cost of a photograph for advertising or other commercial purposes was in proportion to the size of the print. To-day its value is based on the clearness and accuracy with which it presents the article of merchandise.

Formerly the photographing of an article was placed in the hands of the most convenient amateur or portrait photographer who would accept the work. To-day, the more progressive houses carefully avoid such a procedure. In most cases specialists who devote their whole time and attention to the production of photographs for commercial work are sought after, and not even the preliminary details of a catalogue or advertising campaign attempted before the matured experience and specialized knowledge of these specialists is brought to bear upon the proposed plans.

SOME COMMON DISCREPANCIES

Do not expect too much of your photographs unless they are placed in responsible hands. Pictures that fall far short of adequately presenting the sales factors of the goods are too numerous for users of advertising to approach the matter with any lack of concern.

One of the most common shortcomings is pictures that are not in "true drawing," out of focus or perspective.

The reason for this can be quite safely ascribed to the great lack of cameras here in Canada, equipped with the proper lenses for commercial work.

You can easily illustrate for yourself the effect of this discrepancy by holding an object close up to the nose. Notice how the portion nearest to you is sharp and good size, while other portions will fall away, dull, cloudy and uncertain. The eyes, which in this case represent the lens of the camera, are so close to the object they cannot give its various portions their right value.

Paint people will frequently show interior views of rooms that appear half as long again as they must have been naturally, and the far-away end is likely to be hazy and dim.

Automobile manufacturers will allow pictures of their cars to appear in the magazines whose front wheels are unduly large in comparison with those at the back, and whose body gives the prospective purchaser a very wrong impression as to the length of the car.

Clothiers and ladies' wear manufacturers will sometimes use illustrations laughable in their absurdity. The shoe, the shoulder, the hand, the nose or any points about the model near to the camera are unnaturally big and fat in comparison with the rest.

Regardless of the nature and requirements of the work the amateur or those not properly equipped to handle commercial photography, will of necessity use only the one camera and the one lens for all classes of work. Those who specialize in commercial photography usually have an ex-

Nothing draws the reader to advertising as forcibly as a picture she knows she could naturally be a part.

tensive equipment of costly lenses that enable them to secure the correct size, proportion, tone value and lighting of each part of any object or model they may be photographing. The value of these qualities will be unmistakably apparent through actual comparison of prints or the difference in effect each will give in the finished engraving.

Lack of tone value—sharp, distinct tone gradations and contrasts—is another bugbear to effective photographic illustrations. Nothing is more uninteresting than a flat, hazy photograph, and in this connection it must be remembered that when the halftone reproduction is made (as the word "halftone" itself indicates) this flatness will be even more emphasized.

The best pressman cannot get a good effect from a poor engraving. Neither can the most careful engraver secure the maximum result from a poor photographic print. If the finished catalogue, circular or advertisement is to do justice to your propostition and secure an adequate measure of returns for the pains you have spent upon its preparation, insist that the photographic prints of the illustrations you intend to use be above criticism in every detail.

TAKE THE SPECIALIST INTO YOUR CONFIDENCE

Only a few days ago a manufacturer of knitted goods took the pains to carefully pack and ship a line of grey sweater coats that were calculated to have a special

run the coming season. It was desired that the reproduction would give an idea of the exact tone of these sweater coats, so, of course, goods of the actual color were forwarded for photographing.

Under ordinary circumstances the photographing would have been proceeded with. But the specialist knew in an instant that pictures from such garments would be of little value to the manufacturer. One of the strongest selling points of these goods was their beautiful weave and texture. The flat, unreflecting grey color deadened the contrast of light and shade and made the minute weave of the pattern difficult to define.

The pictures were never made. The garments were returned and white ones requested in their place. The wisdom of the change was clearly proved in the sharp, snappy effect secured in the finished photograph. The light striking the surface of the garment brought out minute highlights which contrasted well with the shadows in the pores between the weave. The prints were made deep enough in tone to represent the proper grey when reproduced.

Then, again, a furniture manufacturer who takes a well deserved pride in making quality furniture, wanted to have his advertising literature reflect the goodness of his product. Special effort and considerable time was spent in attaining an inimitable polish for the pieces that were to be illustrated.

He would have saved himself all this additional expense had he

Miniature illustrations from Fairweather's recent catalogue, photographed, engraved and printed by Herald Press, Limited, Montreal.

consulted first a commercial photographer. The beautiful finish his furniture possessed may have delighted a debutante as a dressing mirror, but for photographing it was a decided disadvantage.

Every object that surrounded the furniture was reflected in the wonderful polish. Had photographs of the furniture in this position been made they would have cost the manufacturers twenty or thirty dollars apiece for retouching the prints, and then the true and natural grain of the wood would have been entirely lost.

In the end, pieces had to be supplied without any polish whatever, and photographs were made which brought out the beautiful grain of the wood with excellent clearness and yet gave a suggestion of the attractive polish.

The advertising manager of a wallpaper house, whose illustrations are admired for their clearness and excellent tone value, follows quite a different procedure.

He gets his commercial photographer to visit his warehouse and introduces him to his stock-room. "Here," exclaims the advertising manager, "are the new designs for the coming season. We wish to use so many illustrations. Select the wall, border and ceiling effects that will photograph best when combined. When the selections are made we will check them over as regards suitability and harmony of design."

This manager realizes the photographic difficulties presented in combining patterns of incongruous colors. He realizes cold colors will photograph light and warm colors dark. Wishing to get the true tonevalue in all his illustrations he places the onus of making the proper color selections on his photographer.

No two articles of merchandise present the same photographic problems. Each must be handled with a consideration for the difficulties it presents, if the most is to be secured in the finished photograph.

In personal selling nothing else adds so much strength to the salesman's arguments as to be able to show the customer the actual goods.

So, then, no greater force can be given to printed salesmanship than the next thing to the actual goods —a reproduction of absolute fidelity and truthfulness in detail—a good photograph.

HOTEL ADVERTISING PAYS

Mr. George Wright, of the Walker House and Hotel Carls-Rite, Toronto, recently delivered an interesting address before the members of the Toronto Advertising Club. To newspaper advertising he attributed the fact that 1915 was a better year for his hotels than the former record year, 1913. Mr. Wright is a consistent user of printers' ink, and his interesting address, interspersed with many graphic and amusing antedotes, drawn from his varied business experience, was greatly enjoyed by the advertising men present.

MEN AND MEDIA

CAPT. Jno. A. Cooper, editor of the *Canadian Courier*, Toronto, is another of the big men in Canadian journalism to place himself at the disposal of the government authorities for what ever service the present crisis seems to demand. In 1912 Capt. Cooper retired from the Queen's Own Rifles, having been attached to it ever since the days of the old "K" Co. in 1890. When the call came for retired officers to help with the training of recruits Capt. Cooper rejoined the Queen's Own and has assisted in the training of the 114th Battalion in Haldimand.

* * *

C. Nixon, 68 King St. East, Toronto, has recently received the appointment of advertising representative for Ontario for Montreal *Standard*.

* * *

F. H. Flint has severed his connection with the Nelson (B.C.) *News*, and is now in charge of the advertising department of the Saskatoon (Sask.) *Phoenix*.

* * *

Jno. Dougall & Son, Montreal, announce that Mr. Wilfrid Dougall has been taken into the firm, which now composes Jno. Redpath Dougall, Frederick E. Dougall and Wilfrid Dougall. Wilfrid Dougall's career has been an interesting one, having taken his B.Sc., at McGill, he first became a reporter and then an editor of the Montreal *Witness*. While serving in the Boer War he was shot through the eye, and on his return to Canada took up land in British Columbia. After some years of outdoor life Mr. Dougall returned to journalism and for the last three years has been associated with his uncle, Mr. Jno. Redpath Dougall in the editorship of the *Witness*.

* * *

Calgary (Alta) *News-Telegram* announce the recent appointment of F. W. Thompson as Eastern representative.

* * *

Mr. J. H. Woods, managing director Calgary *Herald*, recently spent a few weeks visiting Toronto and the East.

* * *

Victoria *Retailer* is the title of a new publication devoted to the interests of the Victoria retail trade, which has recently made its appearance.

* * *

The new mayor of the city of St. Catharines (Ont.) is none other than W. B. Burgoyne, proprietor of the St. Catharines *Standard*.

* * *

Many happy returns to Mr. Jno. Ross Robertson, proprietor of the Toronto *Telegram*, who celebrated his 74th year on December 28th. Mr. Robertson has been actively engaged in Toronto journalism since he was a young man of 24 years.

* * *

Wm. Findlay, Manager of the Ottawa *Free Presi*, was elected

alderman of that city at their recent elections.

* * *

Canadian Observer, Toronto, published especially in the interests of colored people, recently celebrated the first anniversary of its inception.

* * *

Winnipeg has a new Chinese weekly in the *People's Outlook*, the object of which is to instill into the minds of readers the home country policies of Dr. Sun-Yat-San. Lee Kim, Lee Kai, Chic Um, and W. T. Toy are the editors.

* * *

Le Canadien Francais is the new semi-monthly French paper to be issued in Edmonton (Alta.) in the interests of the Saint Jean Baptiste Society. The paper will be non-political and will start with a circulation of 8,000, distributed free in all French settlements.

* * *

Frank Harris, publicity man for the British Columbia Electric Railway, of Vancouver, has recently resigned and will take a rest before entering on business again. Mr. Harris was formerly with the Vancouver *World* and the *Province*.

* * *

Evidently the Dominion postal authorities feel we Canadians will have little interest in Anti-British newspapers. Two more have recently been barred from the Canadian mails. *Der Buffalo Democrat*, the *Szabadsag*, an Hungarian daily paper, published in Cleveland, *Times and Events*, *Amerikai*, *Magyar*, *Mepzava* and *Al Bayan*.

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* * * *

"An advocate of advertising was an advocate of economy, as advertising was the most economical way to sell honest goods. Advertising did not mean huge announcements costing thousands of pounds, big capital or big capitals; big ideas were more important than big capital. Most of the money for any shop advertising that was any good at all could be earned as fast as it was spent."

* * * *

Comparing the value of newspaper advertising with advertising by circulars, Mr. Russell said people paid money to read a newspaper and that they were apt to throw away a circular without looking at it. Therefore, if a local newspaper existed capable of covering the ground completely, it was probably the best and most efficient medium of advertising.

* * * *

From an address delivered in Liverpool under the auspices of the Liverpool Business Association, by Thomas Russell, President of the Incorporated Society of Advertising Consultants and formerly advertising manager of *The Times*.

LITTLE or no business without advertising, or, good or fair business with judicious advertising—there can be no question as to which is the economical course for any manufacturer or merchant to pursue.

Then, judicious advertising is the use of the local newspaper which covers the ground. That means that for business in Toronto you should advertise in the daily paper which has the greatest circulation in Toronto, and that is—

THE

Evening Telegram

The Telegram's circulation in Toronto is many thousands greater than that of any other daily paper.

December Daily Average

Total - - - - - -	**85,363**
In Toronto - - -	**80,618**

48

"Courier" Back Covers Sold and Reserved for 1916

THE SCHEDULE

Corrected to January 22, 1916
Sales since then not recorded

Jan.		
1	The Harry Webb Co.	(Sold)
8	Babson Phono	"
15	Old Dutch Cleanser	"
22	Purity Flour	"
29	Can. Con. Rubber	"
Feb.		
5	J. B. Williams	"
12	Purity Flour	"
19	B. J. Johnson	"
26	Rubberset Co.	"
Mar.		
4	Lehn & Fink	"
11	Colgate & Co.	(Reserved)
18	Boston Varnish Co.	(Sold)
25	Postum Cereal Co.	"
Apr.		
1	Sunkist Oranges Grocery Supplement	"
8	J. B. Williams	(Reserved)
15	Old Dutch Cleanser	(Sold)
22	Colgate & Co.	(Reserved)
29	Pompeian Mfg. Co. Drug Supplement	(Sold)
May		
6	Postum Cereal Co.	(Sold)
13	Can. Cons. Rubber	"
20	Old Dutch Cleanser	"
27	Colgate & Co.	(Reserved)
June		
3	J. B. Williams Co.	"
10	Can. Cons. Rubber	(Sold)
17	Old Dutch Cleanser	"
24	Postum Cereal Co.	"
July		
1	Can. Cons. Rubber	(Sold)
8	Purity Flour	"
15	B. J. Johnson Soap	"
22	Postum Cereal Co.	"
29	Can. Cons. Rubber	"
Aug.		
5	Purity Flour	"
12	Can. Cons. Rubber	"
19	J. B. Williams	(Reserved)
26	H. J. Heinz Co.	"
Sept.		
2	B. J. Johnson Soap	(Sold)
9	Old Dutch Cleanser	"
16	Colgate & Co.	(Reserved)
23	Postum Cereal Co.	(Sold)
30	B. J. Johnson Soap	"
Oct.		
7		
14	Old Dutch Cleanser	"
21	Lehn & Fink	"
28	B. J. Johnson Soap	(Reserved)
Nov.		
4		
18	Colgate & Co.	(Reserved)
25		
Dec.		
2	J. B. Williams	(Reserved)
9		
16	Old Dutch Cleanser	(Sold)
23	B. J. Johnson Soap	"
30	Postum Cereal Co.	"

MEMBERS A.B.C.

Ask Us to Mail You Cover and Inside Rates, 1916 Circulation Guarantee and Details of Trade Supplement Service. Address Advertising Department

CANADIAN COURIER

181 SIMCOE STREET, TORONTO

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 — FEBRUARY 1916 — NO. 2

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Intensive Selling Service—

Concentration of energy on the success of a few clients has been the distinguishing factor of our service to advertisers.

NORRIS-PATTERSON Service is an Intensive Selling Service that goes to the roots of your proposition and marketing problems.

Each account receives the personal attention of the organization heads.

We would appreciate the opportunity of proving our conviction that your product, your business, CAN be bettered through the influence of NORRIS-PATTERSON INTENSIVE SELLING SERVICE.

When may we talk it over with you? Write, Phone or Wire.

Norris-Patterson Limited

Advertising Agency

MAIL BLDG., TORONTO Phones Adelaide 2231 2232

"It's All in the Service"

A STRIKING FACT

AS no important national advertiser of the U.S.A. would omit a U.S. Woman's Magazine with 1,427,000 circulation, so in Canada, for the same reasons, no advertiser can afford to omit EVERYWOMAN'S WORLD. For in Canada, per capita, EVERYWOMAN'S WORLD, with its more than 100,000 circulation, is of the same relative importance in delivering a great selling force as is any leading woman's publication of the U.S.A. with 1,427,000 circulation.

The United States advertisers are very quick to recognize the leading value in EVERYWOMAN'S WORLD. Will you enquire for the facts relating to the "why" of the advertisements in EVERYWOMAN'S WORLD for Old Dutch Cleanser, Palm Olive Products, Pompeian Night Cream, Ivory Soap, Mulsified Cocoanut Oil Shampoo, Blue Jay Corn Plasters, Babson Edison Phonograph Distributors, The Mantle Lamp Co. of America and a score of others, quite aside from most all of the leading accounts in Canada, who are using big and increasing space in EVERYWOMAN'S WORLD? There is great satisfaction for them to have in Canada high-class magazine circulation direct to Canadian women in more than 100,000 English speaking good homes.

Circulation now in excess of
120,000 and growing steadily.
Rate exceedingly low.

Ask Your Advertising Agency

CONTINENTAL PUBLISHING CO., LIMITED

TORONTO, CANADA

Offices also in New York, Philadelphia, Chicago and in London, England

Economy

"Economy in war-time is a good thing; but economy is something more than stopping expenditure. You cannot really economize in business by cutting off the motive power—Advertising."

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 9. Toronto, February, 1916 No. 2

STRAIGHT TALKS

COMING EVENTS CAST THEIR SHADOWS

COULD anything demonstrate more forcibly the immediate need of more aggressive action being taken to increase the production of Canadian industries and further develop home and foreign markets than what happened in German commercial circles as soon as her armies had cleared "the way to Constantinople"?

Within a day or two of the time that event took place, says the *Advertising World*, German trading organizations, with an almost sublime confidence in the future, commenced to pour out a flood of literature designed to stimulate the interest of Teuton manufacturers and traders in the commercial possibilities of the Near East, which it is plain they regard as already secured for their own exclusive exploitation.

How well this serves as a timely reminder that our enemies are preparing for peace not less systematically and energetically than they prepared for war?

How clearly it points out that unless Canadian manufacturers and traders prepare for future eventualities with equal foresight and vigor they will assuredly find themselves as much at a disadvan-

The A.B.C. Audit

Will show that the TORONTO SUNDAY WORLD, a high-class five cent paper, has a net average circulation that is as large or larger than that of the best of the Canadian one cent papers.

The Sunday World goes into the homes late on Saturday night and is read on Sunday when each member of the household is in a receptive mood with plenty of time and inclination for reading.

The well-read five cent weekly paper is undoubtedly more valuable to the advertiser than the more hurriedly read one cent paper with about the same or less circulation.

Advertisers, making a combination contract covering both the Daily and Sunday World, get Sunday World advertising at Daily World rates—positively the best advertising buy in the Canadian field.

For rates and further information regarding this special contract write

The Toronto World
Toronto

tage in the commercial conflict that is to come, as the armed forces of the Allies were in the military field at the opening of the present hostilities?

Nor is it untimely to repeat again that Teutonic disregard for our fair-sounding resolutions to boycott enemy-made goods for all time will not be the only thing that Canadian manufacturers will have to reckon with. Other countries perhaps at present preoccupied with filling the demands of belligerent armies, will endeavor to retain their industrial advantage when peace eventually arrives, and assuredly turn to Canada as a fair field for more extensive exploitation.

Sufficient and determined steps must be taken now to protect and meliorate the position of Canadian manufacturers after peace is declared.

Canada must not be allowed to lose the advantages gained through the favorable balance of trade last year. Increased industrial production must become a fact. The development of still more and larger home and foreign markets must be achieved—with greater stress and first interest, of course, on those at "home."

Private enterprise and organization can accomplish much, but will do so more fully and completely if backed by the weight and prestige of Government development and co-operation.

What the Government's "Patriotism and Production" campaign achieved last year for the farmer in increased acreage and greater productiveness, a similar one may attain in making certain the ultimate security and well-being of the country's commerce.

Will the Government fall so far short of its complete opportunity and duty as to permit the nation's industries to face the hazards of peace in no better position than the armies of the Allies were allowed to confront the perils of war? Or will Governmental assistance in market development and increased industrial production become an actuality?

WHEN IS THE ADVERTISER GOING TO GET THE VITAL FACTS?

IF Economic Advertising came out with the statement that Canadian publishers were hiding their light under a bushel, were withholding the vital facts of their publications from advertisers, how quickly these conscientious but busy men would call to mind the bundle of A.B.C., A.C.A., C.P.A., and every other sort of circulation reports that keep piling into their office in an unending stream? Yes, and you can understand how many of them would strongly resent such an accusation.

Yet, such is unmistakably the case.

Only recently an agricultural survey in four Ontario counties disclosed the fact that where rural mail delivery is established, 77

What You Want— When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171 MONTREAL; 13 Coristine Bldg.

per cent. of the representative farmers of the province were readers of daily newspapers. Ontario farmers are in as close daily touch with the world's activities as their city cousins.

How many advertisers know with exactness the publications that offer them such circulation, and in what proportion? How many advertisers know where their metropolitan circulation is overlapping with rural? How many advertisers are actually at sea, consciously or unconsciously, because of the deficient information obtainable from publishers?

Beneath the circulation data of every sort of publication there is a story of possibilities of vital concern to advertisers that cannot be disclosed or guessed at with circulation reports of a general nature. Individual field investigation is a duty every publication owes the advertiser.

General circulation reports may prove just where each copy of a publication goes, but shouldn't the advertiser know definitely to what extent the advertising columns are actually read and just what response they receive? Is it of no concern to him just how his particular product fits in with the specific field covered by the publication, and the daily life and needs of its readers? Is there no force in a publisher's argument that such and such a product secured such and such results in such and such a length of time, at such and such a cost? Are advertisers immovable to facts that prove just how far an expenditure in certain publications would be raised from a mere speculation to a definite, dividend-paying investment?

Economic Advertising commends the conscientious efforts of the few publications striving to supply advertisers with just this sort of specific information. Their example is worthy of more general acceptance.

Quite recently a certain publisher, in digging into his field, brought to light the vital fact that the readers of his paper were of necessity extensive users of chewing gum, but that the possibilities his field afforded the sale of chewing gum were as yet scarcely touched. A certain advertiser appreciated this information so much that it brought the publisher some nice chewing gum advertising which backed up his theory by pulling well almost immediately.

The Canadian Press Association has done much to provide green pastures and choicer feeding for Canadian publications. Undoubtedly it can ensure larger, more regular supplies of fodder for many under-fed publications through a definite co-operative movement and plan to assist publishers in locating and disclosing the hidden and vital sales facts concerning their individual publications.

GET IN CLOSE TOUCH
WITH
QUEBEC, P.Q., CANADA

L'EVENEMENT is the oldest French daily paper in the Province of Quebec.

49 years' leadership as the home paper of Quebec City and vicinity.

L'EVENEMENT, with its two editions daily, is able to reach a great many of the outlying districts and also furnish news up to the last minute for its evening readers. Advertisers get better and more direct results by using L'EVENEMENT than by using any other French medium.

Your advertising campaign will be a great success if L'EVENEMENT is on your list. Full particulars regarding rates, circulation, etc., on request.

L'EVENEMENT PUBLISHING CO.
30 Fabrique Street
QUEBEC CANADA

WHAT QUEBEC OFFERS THE ADVERTISER

More than Quarter of Canada's Population Located in Quebec —Average Wealth of the People—How they Spend, What they Buy, and Where they Prefer to Shop—Preferences of the French Element Must be Considered

WITH the air about us thick with visions of industrial and trade expansion both at home and abroad, Canadian manufacturers will do well to remember that their most easily won "foreign" market lies well on the warm side of their own doorstep.

We speak of Quebec province, and we speak of it as "foreign" for the reason that many advertisers have isolated it from their plans, or shown but little interest in the development of its markets, largely because of the assumed difficulties it presents through differences in language.

But there this prosperous section of the country lies, closely following in point of numbers Canada's most populous province —a concentrated community, easily and economically reached.

Of all the mouths to feed, the bodies to clothe, the desires to appease with the spending of money, that the Dominion contains, Quebec province can speak for more than one-fourth. Twenty-seven per cent. of Canada's population—2,190,000—reside within Quebec and largely in the cities, towns and rural districts, along the valley of the St. Lawrence and to the south of it; so that the whole population is within easy touch and influence of the large centres.

Population Principally Rural

While the most populous city of Canada is located in Quebec province, the bulk of the population of Quebec is the rural and farming class, whose prosperity and wealth constitute the backbone of the province's financial condition. Only forty per cent. of the people of Quebec are found in community centres exceeding 5,000, and this is covered largely by two or three of the big cities. The other sixty per cent. are located in rural communities.

One cannot consider Quebec without taking cognizance of the French-speaking element. In fact it is taken for granted that Quebec is primarily French; fully eighty per cent. of the population being French. Of this proportion less than a third reside in the larger communities (Montreal alone accounting for the large majority), while the balance are located in the rural districts. The problem of the capture of Quebec markets is, therefore, fundamentally one of reaching the French-speaking classes.

Twice the Circulation of Its Nearest Competitor

The leadership of " LE SOLEIL" in Quebec is so firmly established that there should be no doubt in the mind of any advertiser as to what medium to use in covering Quebec City and its adjacent market.

"LE SOLEIL"

has twice the circulation of the next largest French newspaper in its field.

" LE SOLEIL" is the home newspaper of more than 90 per cent. of the French families of Quebec. The small English speaking population excepted, "LE SOLEIL" covers Quebec City most effectively. Its rural circulation is of great value by reason of the extraordinary prosperity of the agricultural class whom it reaches.

30,000 Circulation Daily

Ask your Advertising Agency, or write direct for information regarding the Quebec market.

HENRI GAGNON, MANAGER

The Wealth of Rural Quebec

Of the 1,294,192 people residing in rural communities, those engaged in agricultural pursuits practice mixed and dairy farming to a greater extent than those of any other province, and are, therefore, not entirely dependent upon the success of a single crop to keep them supplied with ready cash. The 1910 census gave the annual income from field, live stock, dairy and other products, to be in excess of $155,000,000. Dividing this among the 159,554 farmers of the province it will be found that the average income of Quebec farmers at that time was $975. This, of course, is over and above rent and almost all the living expenses of his family and the upkeep of his stock.

But last year the Quebec farmer realized from fodder crops alone $136,467,000, and the total production of grain crops was $54,527,000, an increase of $2,511,000.

Cheese commanded the highest prices ever known to the trade, and eggs and butter maintained a very high level throughout the year.

Exports of cheese from the Port of Montreal were 1,854,000 boxes, an increase of 371,000 boxes over the preceding year. Butter shipments from Montreal were even greater, showing a total of 53,420 packages or an increase of 46,192 over 1914.

Beneath the facts and figures of last year's production there is a most favorable story for advertisers to hear.

Although Quebec province is the oldest established in the Dominion, the size of farms have not been sliced down to small holdings as one might imagine from long occupation and exchange. Of a total of 159,554 farms in Quebec, sixty per cent. are between 50 and 200 acres, and therefore present a favorable prospect to manufacturers of time and labor saving implements and devices.

Perhaps no surer index of the financial growth and soundness of the province may be shown than by the surprising strides Quebec has made during the past year regarding the addition of chartered banks. Of a total of 143 Canadian chartered banks opened throughout the Dominion during the past year, 112 were in the province of Quebec. During the past year also 469 companies obtained charters with headquarters in Quebec, and the aggregate capitalization of these companies amounts to $68,221,200.

What Quebec Buys

Aside from the wealth of a community the question of importance to advertisers is the nature of that community's purchases. The kind of goods it buys and the method by which it prefers to shop.

While actual statistics are not to hand showing the precise amounts spent on each separate class of goods, a pretty fair index of what the province buys may be

ADVERTISERS

cannot cover Quebec Province without using

La Patrie

the great French daily which reaches exclusively a large portion of the French-Canadian population of that Province.

Write for proof of this statement, also for Circulation Statement.

SWORN NET PAID CIRCULATION

46,533

If you want to reach the rural French population of Quebec at the lowest cost use the

WEEKLY La Patrie

5 CENTS A LINE FLAT RATE

gleaned by the nature and proportion of the stores it maintains and patronizes.

Below, therefore, is the number of Quebec retail stores in towns and cities over 4,000 inhabitants and the proportion of these stores to the Dominion total. Consider them in the light of the fact that Quebec's proportion of population is twenty-seven per cent. of the Dominion's total.

Kind.	No.	Proportion to Dominion Total.
Dry Goods and Dept. Stores	424	35%
Grocers	5,000	34%
Jewellers	799	33%
Boots and Shoes	929	31%
General Stores	5,345	29%
Clothes and Gents' Furnishings	476	17%
Furniture	301	17%
Druggists	424	15%
Hardware	436	13%
Piano and Music Dealers	72	13%

It would therefore be a fair conclusion that most of the purchases of the general population is done in the stores of the first five classifications, and to a much larger extent than the people of any other province.

Notice how dry goods and jewelry compares with drugs for instance, or groceries, boots and shoes with pianos and musical instruments.

Of course many of the goods in the last five classifications are salable in department and general stores, and no doubt their actual sales would show a better percentage than this classification indicates.

One thing this list brings out and that is the general dealer is a pretty live factor in the distribution of goods in Quebec, and his co-operation is worth securing. It also indicates that the average Quebec buyer is not much of an upholder of mail order houses but when influenced to purchase certain goods prefers to do business through the local dealer.

Preferences of French Population Must be Considered

Just as an advertiser approaching a foreign market would see to it that his proposition was presented to the people in their own language, so the advertiser who would approach the Quebec markets with the prospect of greatest returns must consider the preferences of the people who predominate in the province.

It is well known that any of the mediums circulating among the French-Canadians will translate English copy to French free of charge. But the effect of advertising influence will be materially lessened if it is backed up with literature and correspondence written in English, or if the field salemen sent out among the retail stores are not fully conversant with the French language. Just as in handling any market where a different language is used by the large majority, if the advertiser

Put YOURSELF in the Consumer's Boots—

and Learn the Broad Difference in His Attitude Toward Your Advertising!

Suppose YOU were one of the prosperous, spending rural class.

Wouldn't you have greater interest in advertising in your local weekly that you knew was directly intended for you alone?

Wouldn't the intimacy you feel for the news and activities of your own community give a closeness and attachment to the advertising that accompanied it?

Well that's just the Consumer's viewpoint too.

He attaches a personal interest to advertising in his own weekly paper that he could not arouse for advertising in publications published miles and miles away.

You come in intimate touch with 155,000 Ontario homes such as this—155,000 such links of personal interest—through the Wilson List. And this means reaching over one fourth of ALL Ontario families—and at the end of the week, when they have the leisure and inclination to consider your proposition.

We would like to send some specific facts as to why the sale of your product will take on an added impetus through the Wilson List. Shall we write you to-day?

THE WILSON PUBLISHING CO., LIMITED

73 West Adelaide Street, Toronto

For Profitable Publicity

Advertisers Should Use the Columns of

The Saskatoon Phoenix

THIS paper circulates through a territory of 48,500 Square miles, touching over two hundred thriving towns and villages on over 2,200 miles of railway. The people of this district are this year prosperous to an extent unknown in the history of the West. The northern part of this province is thoroughly covered by The Saskatoon Phoenix. No advertising campaign is complete without the use of this paper.

EDGAR J. GUY

Eastern Representative

Canada Life Building, Toronto

Advertising Strength

can be no stronger than editorial influence. That is why the devotion of the readers of the Catholic Record to its editorial columns reflects the spirit and interest they extend to advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

circulates among the bulk of the Catholic Clergy, Schools, Colleges, Seminaries and the best Catholic people from coast to coast.

Shouldn't your plan include the Catholic Record?

Any Agency will gladly give you rates, or write

484-486 Richmond Street

LONDON - ONTARIO

would win greatest success in the Quebec field, he will usually find it advisable to secure representatives who can mingle and associate with the people and the trade on their own familiar grounds as Frenchmen.

As to Media

Quebec presents very little difficulty to the advertiser as regards selection of media. Like the rest of the country the distribution problem of Quebec province is largely one of newspapers, daily and weekly.

Quebec, however, is entirely different from the rest of the Dominion in one respect. In relation to its proportion of population the number of mediums is comparatively small. This, however, explains the somewhat healthy size of many Quebec circulations. The four largest circulations in Canada are papers published in Quebec province, giving a total circulation in excess of half a million. With the exception of a single one, these papers circulate almost entirely within Quebec province.

As the number of important cities in Quebec is small, the number of dailies circulating in the province is similarly low. Of a total of nineteen dailies, there are ten French, eight English and one Jewish. In regard to the Weekly field, of a total of sixty-eight, fifty-two are French. The agricultural press offers a total of five mediums, and the trade and class fourteen.

Reaching the Quebec markets through advertising should, therefore, be an easy matter for the advertiser to decide.

SHERBROOKE TO HAVE A CLEARING HOUSE

A meeting of the Sherbrooke bank managers was held on January 13th for the purpose of making arrangements for establishing a clearing house. It was unanimously decided that the business transacted was quite sufficient to warrant same, and Sherbrooke will open a clearing house sometime this month.

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

Economic Advertising is the accepted vehicle of Canada's best Advertising and Selling Brains.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let Economic Advertising talk to you — intimately — constructively — every month. Send your dollar through to-day.

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

PREPARING COPY THAT PAYS

Making Terms Attractive to Prospects—Size of Space Gauged by the Proposition—Ad-Writer Should be Able to Visualize His Market—How to Decide the Proper Size of Space to Use—Aesthetics Essential in Copy—Finding the Copy that Pulls

By J. F. Jacobs

THE average advertisement is not worthy of the money that is put behind it, hence the vast number of disappointments which come to advertisers from ill spent advertising money.

Advertising is salesmanship, and a good salesman is exceptional. A good piece of advertising copy is also exceptional.

There are scores of reasons to be given for defective results. The worst of it is, however, that while criticisms can be made of any piece of untried copy, it is never possible for the most experienced advertising man to give an accurate forecast of what a given piece of copy will do. The speculative element always enters into the proposition.

But once experience has been had on copy of a given type in a given class of media on a given proposition, it may reasonably be expected that similar results will come from similar copy on a similar proposition in similar media, provided the trade conditions, season, etc., are the same, and provided no adverse influence has been introduced to kill the trade, or possibilities of trade, or to delimit the trade on such a line.

Hence, experience may be said to be not only the best teacher, but practically the only teacher.

One must have written copy and have observed its effects, not in one instance, but in hundreds and thousands of instances, in order to learn fully the lesson of Socrates which made him the wisest of men. This lesson, according to his own verdict, was that he was wise enough to know that he knew nothing, while others were not wise enough to know as much about themselves.

MAKING THE TERMS ATTRACTIVE

It is not sufficient that one have something to sell; it is necessary that one offer to sell it under such terms and at such prices, and by such methods as will attract the buyer. It is useless to offer gold dollars at one dollar and ten cents ($1.10) each, because no one cares to pay more than an article is worth. It is equally useless to offer gold dollars at ninety cents (90) each, because no one would be sufficiently gullible to believe that the dollars would be really gold dollars, if sold at a discount.

Hence the proposition should be one that is plausible, convincing, attractive and suited to the financial conditions, and to the needs of

ATTENTION!

ADVERTISERS of national importance are using our advertising illustrations in their copy because they know that nothing can equal a good illustration for attracting attention.

We invite correspondence, and are always pleased to submit samples and suggest new ways of applying art to advertising, for our mutual profit.

Telephone Main 2522, or Write

Stewart and Browne
"Advertising Art Adepts"
23 Jordon St. TORONTO

The Daily Average Circulation of

THE EVENING RECORD
(WINDSOR)

for December was

9,143

(not including 15,000 extra)

Advertising Rates (Plate)

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

John A. McKay, Publisher

no siree—

The Wise Publisher or Agency Man does not "wait for things to turn up." He sets in and uncovers them himself.

The shrewdest find ECONOMIC ADVERTISING a valuable means for getting into intimate touch with "definite" business.

Does the general advertiser know the particular merits of your publication or service?

the class of people to whom the proposition is addressed.

This leads to the second step, the analysis of the trade on the line which it is proposed to advertise. Every commodity has its field. A 40c coffee sells in a very limited field; a 30c coffee in an immensely bigger field; a 25c coffee in a still more immense field. If the 40c coffee reaches 5 per cent. of the population, the 30c coffee will reach perhaps 20 per cent. of the population; the 25c coffee will reach 60 per cent. of the population. In other words, the higher the price the narrower the field of trade.

If the advertiser guarantees money refunded if not satisfied, that establishes the confidence of the reader to a much larger degree and results in a much larger percentage of inquiry and a very much larger volume of business.

There is but little danger in making such guarantees, if the article advertised is of good quality, for but a very small percentage of the public ever asks for money to be returned under guarantee, no matter what the guarantee may be.

If the advertiser is still more liberal and proposes that only a part of the money be remitted—perhaps a small part—the balance to be paid in monthly installments after the party buying is satisfied with the commodity, this greatly increases the number of inquiries and the proportion of sales to the advertising expense. If the proposition is made still more liberal and a thirty days' free trial, freight paid both ways by the manufacturer in case the party is not satisfied, is made the offer, then an immensely bigger return in inquiry and sale is accomplished. But unless the media used are such as to reach only responsible people, this wide open proposition with no cash remittance attached is likely to involve quite a considerable loss on bad credits.

If media reaching exclusively substantial people are used—and such can be found—the percentage of bad credits will be reduced to a minimum, even under such a wide open guarantee as this free trial proposition.

Hence, in framing up the proposition, it must be held in mind that the more rigid the proposition is, as regards terms and price, proportional to quality, as well as the higher the quality and price, the smaller will be the number of inquiries, and the smaller the ultimate sales proportional to the advertising expense.

VISUALIZE YOUR MARKET

It is important, therefore, in analyzing the trade, to discover just what classes of people buy a given commodity, to whom that commodity would appeal most effectively under a given statement of the proposition and select media which will reach that class of people most largely, and other classes most lightly.

Assuming that the proposition is framed up in a good plausible way, attractive in its features of quality, price and terms, and assuming that the type of trade to which the proposition would not appeal has been determined and that selec-

tions of the class of media best suited to reach the proper class of trade have been made, it then becomes the business of the ad-writer to see his readers—to visualize them as they are.

If they are farmers, he must be able to understand the point of view of the farmer, the needs of the farmer.

It is well, if he understands the daily life of the farmer from week end until week end. If he understands the likes and dislikes, the prejudices, the proclivities, the every quality of the average farmer, he is likely to be able to reach that farmer more effectively. If he doesn't understand the farmer, he simply shoots into the air on the chance that his shot may hit a farmer.

If the proposition is one which appeals to bankers he must be able to visualize the banker, so that he will talk to him as a banker, or if his proposition is one that appeals to the substantial classes generally he must use language which they will appreciate, arguments which will be convincing to a high type of audience. He must approach them in such a way as not to offend, in such a way as to completely convince. He will have to be more shrewd in his expressions than if he were appealing to a lower order of society. Anything that merely depends upon gullibility would have to be eliminated. Any extravagant statement that might be questioned by a man or woman would have to disappear.

The ad-writer must visualize his readers. They must stand before him as living men and women of a given type of culture or refinement and of property-ownership. He must see them in their surroundings, under the environment in which they live, and understand the forces that make for the establishment of trade in that class, or which antagonize such trade.

Once he has clearly in mind the class of readers to whom he is addressing his copy he must speak to that class. The copy must suit the class. He must cover the categories of quality of the article, price of the article, terms of sale in such language, such style of diction as will most appeal to the class of people to whom he is addressing the proposition.

The object is to gain the absolute confidence of the reader. The advertising must, therefore, be absolutely plausible, or as convincing as it possibly can be. The proposition should show the confidence of the advertiser in the reader.

THE PROPOSITION SHOULD DECIDE THE SIZE OF SPACE

It is all very well to interest thousands. It is much better to convince hundreds and bring them to the point of action. For this reason the ad-writer should be absolutely untrammeled in his determination of the size of the advertisement and the space to be occupied, except as he is limited by certain general principles of economy, and effectiveness.

The ad-writer should remember that for every added agate line or inch that he uses in space there is

a charge for space, and he is penalized with added cost, proportional to his returns, unless the added space will yield as much returns proportionately as the smaller space. Hence, the ad-writer should not desire to produce large copy, except as he is forced by the necessity of the case to produce it, or as his experience has proven that on a given proposition ampler statement, more convincing argument, completer demonstration, handsomer illustration, stronger emphasis through display, produces bigger results.

Most advertisers buy space, a given sized advertisement, a given number of times, and then fit their argument to the space. This is putting the cart before the horse. The advertisement should be first written with a certain end in view. It should carry all that is necessary to accomplish that end most effectively, most convincingly, and most economically.

Whatever space is necessary to handle the copy with its illustration and display should be accorded to the copy. One piece of copy, playing up only a single feature, may require only fourteen, eighteen or twenty agate lines. Another piece of copy may require a page, or even a double spread. The rule for the size of the advertisement should be that it should occupy only so much space as is necessary to give proper illustration with proper accentuation of important features through display lines, and complete, pointed, convincing, plausible arguments as to the main categories of quality of the article, price of the article, and terms of sale. Any unnecessary space should be cut off, but sometimes white space is necessary space—necessary in order to give contrast and strength to the printed lines or to the illustration.

As to the type of illustration, half tone illustrations in almost all cases are superior in results to line illustrations. If the half tone is something that can be coupled with human life, the introduction of a figure of a living being adds vitality to the illustration, and is likely to increase efficiency of the copy. The writer has in mind two advertisements of a woman's skirt, one of them illustrated with a line drawing of a woman wearing the skirt, the other illustrated with a similar wash drawing reproduced in half tone. The cost per inquiry on the first piece of copy was 45c; on the second piece of copy 25c. The result in sales on the lower cost inquiries was even better than on the higher cost inquiries.

In every piece of copy there are certain items which call for more emphasis than others, certain arguments that are strategic in value. Display lines should be selected proportional to the strategic value of each particular expression. Too many display lines simply weaken the whole force of display. Up to a certain limit, however, display can be used to great advantage, provided the display lines are intelligently selected on the basis of their value in the argument. The greater the value of the particular expression the larger the display should be. The subsidiary argu-

ment should be displayed in a subsidiary way.

ÆSTHETICS ESSENTIAL

One feature that many copy writers overlook, and that should be accentuated, is the question of æsthetics in copy writing. Especially is this an important point, if the copy is to appeal to a high class of people, a people of refinement and culture, through publications of a high type. Such people are likely to be disgusted by crudities in any form. Any proposition that is not absolutely truthful, that is not stated in elegant language, that is not illustrated in an attractive way, is not likely to be so effective as copy which appeals to the aesthetic feeling of the reader as well as to his intellect. Hence the value of attractive illustrations, and the value of color work, ornamentation, etc.

Of course, this idea may be carried too far. Nothing should ever enter into an advertisement which would detract from the main point of convincing and converting the reader to the point of view of the manufacturer, or seller of the article. But within certain limitations the aesthetic qualities of the people who are being addressed, should be held in view, and should be considered.

There is no question at all but that the manufacturers of proprietary remedies would have avoided much of the criticism and antagonism which has been aroused against that line of business, if their copy men had been more considerate of the aesthetic side of human nature, if the appeal of the copy of medical propositions had been less to the point of stressing the danger of disease, the horror of death, the abnormal interpretations of symptoms, the shocking side of disease. If on the contrary they had devoted themselves more to presenting their proposition in a wholesome way, as helpful to health, as restoring health rather than accentuating disease, they might, perhaps, have induced fewer gullible people to use their commodities, but they would have gained the confidence of many other and better buyers who are filled with disgust by the shocking and unaesthetic copy published by the manufacturers.

There still remains the question of how much space should be devoted to the discussion of any given subject. First, the space should be restricted by the principle that nothing should be contained in the advertising which is not germane to the subject, that the copy should be boiled down, so as to avoid tiresome, lengthy statements. It should be made terse, pointed, startling in interest, it should be full of paragraphs, no long disquisition. Even proofs of satisfactory service should be condensed as much as possible to terse statements.

On the other hand every essential feature of quality, price and terms should be brought out, and emphasized in proportion to their likely importance in the minds of the class of people to whom the copy is to make its appeal.

No essential argument should be left out. The proposition should

be complete. Yet it should be as much condensed as possible without absolutely destroying style, and introducing crudities and possible misunderstanding of the copy.

FINDING THE COPY THAT PULLS

Assuming now that we have built a piece of copy on a given proposition, along the above lines, the problem still remains whether the copy is going to be worth the money that is to be put behind it, whether it is going to make a big profit, or whether it is going to sink money and make a big loss. The question of measuring results is absolutely essential to the progress of copy building. One can never learn except by mistakes. Experience is the best teacher and the only teacher, as previously stated.

But, if we have prepared six, eight or ten pieces of copy on a given proposition, and if the proposition is a direct-to-consumer proposition, in which the sale is made from the manufacturer or distributor to the consumer, it is entirely practicable to put in such a key system as will give us a line, not only on the relative value of the media used, proportional to the advertising charge therefore, but also give us a line on the relative value of each piece of copy, proportional to the advertising cost for publishing it in the various publications.

It is not sufficient that we check up at the end of three months' campaign, and attempt to reach conclusions. There should be some months of time elapsing between the last insertion given to a particular line of copy, and the date of the ultimate checking in order to arrive at anything like accurate conclusions. To be absolutely accurate it is essential that you wait several years. But, as absolute accuracy is not necessary to the purposes of distinguishing between good and bad copy, or good and bad media, it is desirable that the checking on a run of three months be taken not earlier than three months after the last insertion, preferably six months after the last insertion.

When we have figured up the number of inquiries on each medium, the ratio of those inquiries to the cost in that medium, number of inquiries resulting from each piece of copy, and the ratio cost per inquiry on each piece of copy, we should go further and figure up the percentage of selling cost accomplished by each medium and by each piece of copy. We should then compare this with a check sheet showing the date on which each insertion was given to each piece of copy, and in each medium. Some copy having appeared earlier than other copy, a longer time has elapsed in which the results in inquiries could be turned into actual results in sales, and later inserted copy should therefore be credited, mentally at least, with the shorter lapse of time allowed that copy to show its results.

In mail order piano business it is impossible to figure the results inside of three years. The same is true of most other mail order propositions. The writer remembers one sewing machine proposition on which copy was killed

eighteen months before, and yet which brought in five coupon sales of five sewing machines in a single month, each sale showing the coupon clipped from the publication, and yet the advertising had not been run in any publication for eighteen months. The name of the business had been changed, and all later copy had carried a different coupon and a different name. I have known of many cases where inquiries and sales were accomplished many years after the initial advertising was done, so that to jump to conclusions—which is a folly of which most mail order advertisers are guilty—is a grave mistake. Advertising in a mail order way, especially and not less so in a general publicity way, is very much like fishing. One must wait. It is a waiting game. The impatient man makes little headway fishing. The impatient man is never able to interpret advertising results correctly.

But after we have waited sufficiently long, and have the details clearly before us as to when the copy was inserted, in what media, and what cost per inquiry, and what percentage cost on the sales was accomplished with each medium and with each piece of copy, the principle to apply is the principle of "The Survival of the Fittest." Eliminate the copy which is unprofitable; hold the copy which has proven profitable or which has proven most profitable, and repeat it. Add additional new copy.

It may be that new copy, built in the light of the fact that certain presentations of the proposition in one line of copy were more effective than different presentations in other lines of copy, that new copy built in the light of experience under the check sheet, will be even more effective than the most productive copy previously used. Therefore, new copy should be added and tried out in a second campaign, in conjunction with the best, the most effective of the old copy. It is desirable in such a case to change the keys of the old copy, so as to separate entirely the results of the second use of the old copy from the results during the first campaign. This will avoid mixing up the results from the second campaign with the results from the first campaign, as ultimately you will wish to do a rechecking on the first campaign to see what the ultimate results are from the first expenditure.

Eliminating then the worst of the copy, the least productive, utilizing over again under a new key the best of the copy previously used, and introducing new copy built along lines indicated by careful analysis of the efficiency, or lack of efficiency, of previous copy, it is likely that on the second campaign the results will be immensely improved. If on the first campaign the results were barely enough to pay expenses, then on the second campaign, on the principle of elimination of defective media, utilizing most effective copy and most effective media, together with rebuilt copy along the lines of experience, the results are likely to be quite profitable. Or, if in

the first campaign the results were unprofitable to quite a degree, the second campaign is likely to bring the results nearer to the profit bearing basis.

This discussion in regard to keys, of course, applies only to mail order business, business in which the transaction is direct with the consumer. However, where goods move through exclusive agency dealers, it is practicable to key the inquiry and then have a secondary key system for keying the dealers' follow-up so as to be able to indicate ultimately what the returns were from the advertising.

FOLLOW UP MUST BE GOOD

But in this case it must be remembered that if there is an inefficient dealer and he does not follow up properly, the copy may have been good, and the media may have been good, but the whole value is thrown away by the inefficient dealer, just as in a mail order campaign, the inquiries may be of a good quality, and may be brought in in a good quantity proportional to the advertising outlay, and yet they may be ruined by very ineffective catalogues or ineffective follow-up letters. If the follow-up system is devoid of good salesmanship, then A-1 inquiries may be killed and made valueless, and the advertising campaign ruined in its effect, through sheer inability of the advertiser to properly follow upon his advertising.

But when we come to a proposition which moves through jobbers and then through retailers, in which the manufacturer himself does not know the names of the retailers handling his line, and does not even have any dealings with them direct, except as his specialty salesman may originally induce them to stock the line, orders to be cleared through jobbers,—there is absolutely no way of keying the results of copy. Any little by-play which may be introduced into the copy with a view to getting inquiry from the copy is likely to be deceptive and lead the advertiser to false results as to the value of the medium, and as to the value of the copy.

THE FALLACY OF THE FREE GIFT IN GAUGING RETURNS

For instance, let us suppose that the manufacturer of a food product which is sold to jobbers and through jobbers to retailers and through retailers to consumers, desires to know whether his advertising is paying or not. The advertising man tells him that he can arrange a little by-proposition in the copy which will bring a large quantity of inquiry. He offers something free, such as a song book, which of course would contain advertisements of the commodity, which is a baking powder, a flour, or something of that sort. Or he offers a cook book, or he offers something else free. The advertising brings the inquiry. The advertiser gets the check sheet. He concludes that certain media are very effective, and others very ineffective or certain copy very good, and other copy very defective. His conclusions are altogether like the will-o'-the-wisp,

They lead him into mistakes, which will absolutely vitiate his advertising campaign, for the reason that the most substantial buyers, the people of largest culture and buying ability are people who would not sit down and write a letter in order to get something worth 5c free of charge.

The writer recalls a Virginia manufacturer of soda, whose advertising copy was put out with a proposition that the reader replying to the advertisement with a coupon clipped from the ad would be given an order on a dealer for a 5c package of soda. Imagine a wealthy woman hunting up pen, ink and paper, using a 2c stamp and spending five or ten minutes of her valuable time writing a letter to enclose that coupon to the manufacturer, in order to get from him a postal card order on a local dealer, which postal card order the writer would have to take to the local dealer in order to bring home a 5c package of soda. Just imagine it!

The inquiries from such a proposition could only be idle inquiries of very cheap people, the very lowest order of trade, or people who have no value as buyers at all, while the substantial element, reached by the higher type of publication, would likely be neglected by the advertiser in future campaigns, on the assumption that the publications reaching that class were ineffective.

Thus such a proposition as the above put out in the *Delineator*, *Designer*, *Ladies' Home Journal*, although reaching the very best element of women in the country, would prove very ineffectual as compared with the inquiries which would be received from a very low order of circulation distributed among the cheapest class of people.

It is important, therefore, for the general publicity advertiser not to mix up free propositions with publicity relative to his commodity, for the commodity appeals in most cases to a higher type of people.

It is only, as a rule, the commodities of value, of real quality, that it proves profitable to advertise, and most advertised articles are articles of real quality, articles which will please the customer and which will repeat. It is important for the manufacturer of such an article not to permit himself to arrive at any conclusion as to the value of media through the quantity of inquiry on a free sample proposition, or a free book proposition, when the main value of his advertising is to impress the substantial trade with the quality of his commodity. Giving away something isn't selling a commodity, and usually the thing given away is quite foreign to the character of the article advertised.

Of course this does not mean that an advertiser should never advertise some other proposition in conjunction with his commodity, but the thing so advertised should preferably be something that would be a secondary advertisement. For instance, in connection with a flour, a gelatine or a soda, a cookbook might be advertised to be given away free, but the cookbook should contain recipes made up with the particular commodity and should, therefore be a constant

advertisement of the commodity and the advertiser should not reach any conclusions in regard to efficiency by the number of inquiries for the free book.

I cannot too strongly emphasize the importance of the time element in getting results in advertising The fidgety, impatient advertiser, who insists upon seeing results immediately, simply does not understand the principle on which advertising is made effective.

The farmer is not sufficient fool to expect to reap a harvest of wheat the morning after he sows. He expects a whole season to go by. In the case of some products he expects many years to pass. The grower of a pecan orchard, or of an orange orchard, does not expect returns the first year, second year, nor third year. Neither does the builder of a great skyscraper expect profits when he has spent money in building a foundation. You can't rent space in a foundation without a roof on it. The building must be completed before there can be any rent, and time must elapse before you can collect rents unless you are so fortunate as to be able to collect in advance. You could never, however, collect them in advance of the building of the structure. So the advertiser must await the development of the crop of publicity.

Only one, perhaps, in a hundred people reading an advertisement become at first consumers of the product advertised, but through their being pleased, through their recommendations to their friends, and associates, the business spreads. The important thing is to get the public inoculated, here, there and elsewhere. Then the spreading from those inoculated points will establish a business. Direct results on advertising are seldom sufficiently effective to pay advertising bills. The indirect results, the collateral sales, the repeat orders, bring the profits. It is equally true that in opening up a new territory on a given commodity the sales work done by the salesman does not pay at first.

If a manufacturer of a new soda, a baking powder, a gelatine, were to offer me ten thousand dollars ($10,000.00) worth of his goods free of charge on condition that those goods be sold at regular commercial terms, and prices, distributed to retailers through jobbers, I would reject the proposition. Indeed, if he conditioned also that the goods were to be advertised at the same time that they are being distributed by specialty salesman, I would refuse to take less than $3.00 in pay for every $1.00 worth of goods distributed and advertised on a first campaign over any given new territory.

Introductory salesmanship and introductory advertising involves sinking money just like putting money into the foundation of a building. When you get back to the ground level you are out ten, fifteen or twenty thousand dollars on your excavation and your structure, and you are merely where you started from; but on a second year and a third year, on the working over the second, third, fourth and fifth times by specialty salesman, and on the repetition of the advertising, the selling cost reduces rapidly in proportion.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

NOT all the gems of literature are found in books, nor placed above the personal autograph of the literary great.

Toronto has been favored recently, through the daily press, with a series of advertisements deserving as high honour and praise as any cherished writings that lie between costly bindings in

This Child
isn't pretty
She doesn't look like YOUR little child; she doesn't snuggle up to YOU when she wants to coax for something; yet she is YOURS.
The Patriotic Fund Has Been Sending
Double It This Year, For the Need is Double
ON-TO-VICTORY CAMPAIGN
TWO MILLION DOLLARS IN 3 DAYS
TORONTO AND YORK COUNTY PATRIOTIC FUND ASSOCIATION

the country's best homes. One of the finest of this series is that entitled: "This Child;" reproduced herewith.

The strict grammarian may find fault with its phrasing or use of the figures of speech. The poet may term it as blunt and unmusical, and lacking his coveted *finesse*. Yet what quoted orator moved the minds of the multitude more deftly, or drove home the need of the hour with less antagonism than this simple, common, human appeal.

And it will be remembered the campaign of the Toronto and York County Patriotic Fund Association, of which this series of advertisements was a part, more than attained the two million mark it set out to achieve.

It is publicity such as this that ennobles the craft, raises our eyes and strengthens our faith in the ultimate development and influence of advertising.

* * *

With the fag end of winter hovering into view, automobile manufacturers are not losing sight of the fact that spring and the call of the open road are just a few steps away. Notable among the extensive efforts being made along this line is the Overland series. There must be many good features to the new Overland, for the argument is always fresh and to the point, and handled in a way that makes interesting reading. Can anyone miss the conviction conveyed in the ad reproduced that the reduction in price is all to the advantage of the purchaser? Force and virility in copy and layout are noteworthy points in the Overland advertising.

Among the 1916 advertising now appearing in the magazines and newspapers the "Old Dutch" series will appeal particularly to the advertiser who believes there is little to say or elaborate on an article of everyday household use. The new series presents through word and picture twenty-five different and uncommon ways of using the product. The copy is purely suggestive in nature, but when the whole series is considered constitutes quite a convincing array of argument. The clean, open effect of the illustrations also offers food for study.

* * *

When will the constant striving for slap-me-in-the-face effects—big, thunderous, 42-centimetre bangs—come to an end, and ad-writers or artists learn the wisdom of "deserving" attention rather than "demanding" it? Of course it requires less hard thinking and care to get out a bold, black-and-white effect that gains attention by fairly sticking a pin in a fellow. But wouldn't your attention be more favorable toward one who addressed you with politeness and consideration than he who grabs you by the coat collar and bellows: "Now listen to me?"

Solid black-and-white effects may be excusable sometimes in minimum space, but in larger space, never.

That is why the unobtrusive yet irresistibly attractive appearance of the Union Pacific advertisement finds a warm place in the critic's estimation. Just as the blatant, over-bearing manner of the business man of a generation back has given way to that thoughtfulness

For your séparator you want a Cleaner that cleans hygienically without leaving a greasy film — use
Old Dutch
Old Dutch Cleanser

The warm winter way to Southern California is via
UNION PACIFIC
SALT LAKE ROUTE
Temperatures in states traversed averaged over 30 degrees in the coldest months last year. Route follows broad, open stretches where snow blockades are impossible. The line of ideal altitudes, not too high and not too low.
Don't let fear of expense keep you from California. Furnished bungalows at surprisingly low rents. Winter vegetables keep down living expense and a network of trolleys reduce the cost of getting about.
Enjoy the height of travel luxury all the way to the Coast on one of these two splendid trains, which leave Chicago daily: the Los Angeles Limited at 10.00 p. m. from the C. & N. W. Terminal; the Pacific Limited at 10.45 a. m. from Union Depot, via C. M. & St. P.
Extra Fine Trains
But No Extra Fare
Write for booklets telling where and how to go, and what it will cost. Address
J. J. Rose, Can. P. A. 53 Yonge Street, Toronto, Canada.
Wm. Warner, G. A. 142 W. Adams St., Chicago, Ill.
287

of manner characteristic of the man of affairs to-day, so the loud, clamorous display in advertising must sooner or later yell itself hoarse, and make room for the thoughtfulness and worthiness of manner that is an admired accomplishment in business life.

And when newspaper advertising managers get through ousting "booze" and "quack" ads from their columns, why not have a *real* clean-up by turning to those ads that make the pages of their publication look like a back fence after a mud fight, or as though their publication was in the first stages of the black plague?

* * *

Before passing on, consider the Premier gasoline ad in the light of the point made in the preceding paragraph. While one cannot but admire the effect achieved in this ad, there is an excessive and unnecessary striving for attention that was detrimental to other advertisers appearing on the same page. The ad, however, is reproduced as much for the copy and its arrangement as for the illustrative effect. Notice the evenness of tone to the type matter, secured by use of a single light-face type. Notice also that the first two paragraphs should virtually be one, but that the division gives emphasis to

"COME ON OUT—THE MOTORING'S FINE"
Don't let cold weather lock the door of your garage. Why put your car up for the winter? Stick to
POLARINE and PREMIER MOTOR GASOLINE, and you can keep your car steadily on the road every month in the year.
POLARINE flows freely down to zero and *is the only made-in-Canada lubricant which will stand this test.*
PREMIER MOTOR GASOLINE starts your engine on the first turn and gives you abundant power to take you over the heaviest going. It is a clean, straight-distilled product, not a mixture.
Look for the Premier "Red Ball" sign on the garage or supply station before buying oil and gas.
THE IMPERIAL OIL COMPANY Limited
BRANCHES IN ALL CITIES
WE SELL IMPERIAL OIL CO.
Premier MOTOR GASOLINE
Polarine MOTOR OIL

the important words in capital letters. There is also oddness of expression in a couple of instances that is well worthy of note: "Don't let cold weather lock the door of your garage," and "Polarine flows freely down to zero." It is differences such as these in copy and

display that add much to the appealing power of an advertisement.

* * *

It has been said that "news" value is the most impelling attraction an advertisement can possess. Add to this the spark of human interest and you have one of the strongest possible combined appeals in advertising. Such is the Bovril ad. It brings us news of timely interest. It plays upon our feelings and sympathies. Through these two it brings forth an old, well-known talking point and makes it believable in a forceful way. A study of the expression and poise of the figures in the illustration would prove ten minutes well spent.

"Satisfying and sustaining" is the verdict of the Canadian people with respect to
Kellogg's
TOASTED
CORN FLAKES
made from Southern corn by our secret process which retains all the nutritive elements of the corn which are delightful to the taste.
NO OTHER FOOD known as "Kellogg's" is made by us. Be sure and get the genuine-original.
10c. a package. At all good Grocers.
"MADE IN CANADA" only by
THE BATTLE CREEK TOASTED CORN FLAKE COMPANY, LIMITED
LONDON, ONTARIO, CANADA

* * *

There is just one point the Critic would like to make regarding the Kellogg's Corn Flakes ad, and that is in connection with the poor policy expressed in the last paragraph of this advertisement.

Practically everyone is aware that the "genuine-original" of Kellogg's foods were created in the States, and the Canadian product is therefore a duplication, though a perfectly legal and ethical one. Furthermore, if there is any real cause, through infringement or otherwise, to warn the Canadian public against the purchase of Kellogg foods other than Canadian-made Corn Flakes, why not be out and out with the circumstances and facts? The Canadian housewife can be depended upon to be just in her judgment. Isn't it only fair to her to permit her to understand fully why she and her family should forego the pleasure of other Kellogg foods than Corn Flakes?

A. C. A. TO COMBINE REPORTS WITH A. B. C.

Association of National Advertisers Growing in Usefulness —Special Committees Appointed to Gather Data and Furnish Periodical Reports—Arrangements Made to Combine Circulation Reports with A. B. C.

THE annual meeting of the Association of Canadian Advertisers, held at the Prince George Hotel, Toronto, January 28th, 1916, disclosed the marked progress made by the Association during the past year, and the increasing usefulness of its service to advertisers.

It was in August, 1914, that a mere handful of large buyers in advertising first organized the A.C.A. Owing to conditions brought about by the war, it was considered inexpedient to promote in any extensive way the aims and purposes of the Association. A year later, at a meeting in August, 1915, L. R. Greene, salesmanager of Tuckett, Limited, Hamilton, was elected president and W. A. Lydiatt, Toronto, as secretary.

At that time the Association had only sixteen members, but through the untiring ardor and efforts of the secretary and executive the membership was increased to fifty-five firms during the next six months. There is every indication that as national advertisers become familiar with the aims and activities of the Association quite a large number will seek membership.

WHAT THE A.C.A. AIMS TO ACCOMPLISH

One of the chief aims of the association is to secure specific and detailed information from time to time regarding the quantity, character, distribution and value of the circulations of newspapers, magazines, trade papers, and other publications or advertising media seeking the patronage of its membership concerns.

Its function is also to work for the elimination from all kinds of advertising mediums of advertisements which are dishonest, fraudulent, misleading, written with intent to deceive, injurious to the best public interests, or tending to lower the standard of public morality.

Another of the important aims of the Association is to promote among distributors of advertised goods a better understanding and appreciation of the effectiveness of advertising and aim in every way possible to increase its value to them to the end that their co-operation may be more readily secured. It purposes to encourage all efforts to demonstrate to the consumer the value of advertising and the protection afforded consumers by advertised trade marks.

A phase of the Association's efforts that should prove invaluable to its members is the work of collecting data from all available sources with regard to means and methods of advertising and selling employed by advertisers, gathering information and statistics relative

to transportation, trade or other conditions which affect the success of advertising, and arranging the same in such a way as to be accessible to its members.

The aims and purposes of the Association of Canadian Advertisers are therefore such as should command the heartiest co-operations of advertisers, agencies and publishers alike.

ANNUAL MEETING A MARKED SUCCESS

The annual meeting of the Association, held as above stated, was largely attended, and the discussion of the opportunities open to the Association stirred up a great deal of enthusiasm among the attendant members.

Arrangements have been made by which the reports of the Audit Bureau of Circulations on all Canadian publications whose circulation is audited by the Bureau will be furnished the members of the Association, and in addition, the A.C.A.'s own reports on all publications not thus audited. All the advertising propositions of any other character will also be investigated and reported on to members by means of confidential bulletins.

Through an interchange of information with the Association of National Advertisers in the United States a large amount of invaluable data gathered by that Association will be made available to members of the A.C.A., and in addition, special committees will gather data, consider questions and make reports with reference to systems and forms in the advertising department, direct advertising, house organs, window displays, outdoor advertising, agency relations, management and direction of salesmen and other matters which concern national advertisers.

One has only to see a few of the bulletins which have already been issued by the Association to realize the great value which the information thus carefully gathered will prove to every advertiser who is concerned in getting his money's worth from sums spent for advertising. At the annual meeting several members volunteered the information that the Association's reports have already saved them several times the cost of membership, although this report service has only just commenced.

Mr. L. B. Jones, advertising manager of the Eastman Kodak Co., and one of the board of directors of both the Association of National Advertisers and the Audit Bureau of Circulations, was present at the meeting, and explained what had been accomplished by the organized efforts of advertisers in the United States toward increasing the efficiency of their advertising. An exhibit of a number of advertising campaigns of prominent national advertisers in the United States and Canada was a feature of the meeting.

At the first annual dinner in the evening, to which a number of local publishers and advertising agents were invited guests, Mr. O. C. Harn, advertising manager of the National Lead Co., New

York, told of the work undertaken and the results accomplished by the Association of National Advertisers. A significant part of his address was where he described the attitude the A.N.A. maintained toward publishers from the start. The old A.A.A. (Association of American Advertisers) he explained, proceeded on the principle that every publisher was out to do you if he had the chance, and they were organized to "show him up." Moreover, this was the whole purpose of their organization. From the very start the A.N.A. has proceeded in the belief that publishers generally were just as honest as any other class of business man to tell their customers exactly what they had to sell. But there were so many advertisers and agencies asking for information, and all asking for it in a different way, that the publisher was naturally perplexed as to what kind of information or what form of circulation statement would satisfy advertisers generally. The aim of the A.N.A., then, was to bring about uniformity, as well as reliability in circulation statements, or arriving at a form of statement which would embody all the information required by most general advertisers and make it unnecessary for the publisher to make out so many different kinds of reports. This, he understood, was also the attitude of the A.C.A. And it is.

Naturally, there was considerable discussion at the meeting regarding those publishers who had seemed antagonistic to the efforts of the A.C.A. during the past few months. However, the feeling was that this was largely due to their failure to clearly understand the purposes of the Association, and it was felt that as Canadian publishers become acquainted with what the Association is actually trying to do, they will give its efforts their heartiest co-operation.

Arrangements were made to provide the Association with adequate funds for carrying on its activities. The Association is now on a substantial footing, and will rapidly grow in strength and usefulness.

OFFICERS FOR 1916

The officers elected for 1916 are as follows: — President, L. R. Greene, Tuckett, Ltd., Hamilton; vice-president, D. J. Beatty, Northern Electric Co., Montreal; treasurer, J. R. Kirkpatrick, E. W. Gillett Co. Ltd., Toronto.

One year directors, A. A. Briggs, Dunlop Tire & Rubber Goods Co., Toronto; Mr. Campbell, Battle Creek Toasted Corn Flakes, London; G. G. Hodges, Geo. A. Slater, Ltd., Montreal.

Two year directors: B. H. Bramble, Goodyear Tire & Rubber Co., Toronto; G. G. Hodges, Geo. A. Slater, Ltd., Montreal; W. M. MacKay, Lever Bros., Ltd., Toronto.

At a later meeting of the Board of Directors it was decided to retain Mr. W. A. Lydiatt as a salaried secretary for the ensuing year. The office of the association is at 53 Yonge Street, Toronto.

GUESSING vs. KNOWING

Circulation Verification a Necessity—Are "Sworn" Circulation Statements Reliable?—The Best Kind of Circulation

By J. L. Middleton

"*IF I were selling books, I'd know a Shakespeare from an Edgar Poe, a Carlyle from a Pope; and I would know Fitzgerald's rhymes from Laura Libbey's brand of Crimes, or Lillian Russell's dope.*"

Reading Walt. Mason's "Rippling Rhymes" the other day it struck me forcibly that his sermonette entitled "Guessing vs. Knowing" in an indirect way was particularly applicable in many cases to the circulation end of the publishing business.

Circulation verification has now become an absolute necessity and the publisher who considers that it is none of the advertiser's business what actual circulation a paper has, is growing very scarce indeed.

Thanks to the efforts of the A.B.C. and kindred organizations guessing at actual figures will soon become a thing of the past. Canadian publishers are now realizing that Commercial Sincerity—positive truth telling—the reputation of being reliable—is indispensable to every organization that wishes to succeed.

In the matter of "sworn" circulation statements there seems to be more or less doubt abroad in regard to the value of an affidavit attached to same. Many publishers who are unwilling to submit to an audit sometimes put forth a "sworn" statement as proof that an audit is unnecessary, and frequently advertisers are found who believe that the affidavit is equivalent to an audit because "The publisher would not dare to swear falsely." As a matter of fact, however, such an affidavit may be no guarantee as to the truth of the facts alleged in the statement to which it may be attached.

At this juncture the following extract from a recent *Printer's Ink* editorial should be very interesting.

"The penalty for perjury is severe, but 'false swearing' becomes perjury only under certain definite circumstances. A publisher might solemnly swear that he had a million circulation on the moon, and sell space on the strength of it if he could get anybody to believe him, but he would not be guilty of 'perjury' because there is no law which compels him to swear to his circulation. It is purely a voluntary act on his part, and he incurs no penalty for doing it or for leaving it undone.

"The law requires that certain kinds of information shall be given under oath, such as testimony on the witness-stand, tax returns, etc., mostly having to do with the relationship between an individual and the authority of government. An affidavit under those conditions has legal validity, and a false oath may amount to perjury. Further-

more, legal validity is definitely given by statute to certain attestations having to do with commerce and navigation. But an affidavit to a circulation statement is not covered by any statute, and is a purely extra-official act on the part of the notary who executes it."

The presentation of a sworn statement, it would appear, is no valid excuse for dodging the auditor. According to the foregoing editorial by one of the most competent authorities on the continent it seems that circulation figures bearing the notarial "hand and seal" are worth precisely as much as the same figures without it.

Selling advertising space in my opinion is no different from selling any other commodity. It is true that the man to whom I sell a thousand pounds of merchandise does not demand that I furnish an audit or the affidavit of a notary public that he saw a thousand pounds weighed and put aboard the cars marked with the buyer's name.

But he is far from accepting my word that one thousand pounds were shipped in good order. He checks it for quantity and quality before it goes into stock.

Now, herein lies the difference between the two cases. What I sell him goes to him and he can count, weigh or measure it. But what the publisher sells me does not come to me. I cannot count, weight or measure it in my plant. It must be done in his. Now as the same count will do for all the publisher's customers, if the publisher will have an audit made, the task is done for all at once.

In regard to the expense of an audit, there is a way to make all purchasers of space bear their part of same. It is by the principle of the indirect tax, same as we all pay our share of the part of our government expenses which is covered by the duty on imports. We pay it in the price of the article.

Let the publisher pay for the audit which is for the benefit of all advertisers, and add the cost to his advertising rate. Then everyone buying space pays and pays pro-rata.

This brings us to the question of the best kind of circulation. There is no doubt that the paid-in-advance system is the best from the standpoint of the country weekly newspaper and also for the mail circulation of the daily. It guarantees the publisher a 100 per cent. circulation and it guarantees the advertiser a responsive audience. This is said without regard to the Post Office ruling regarding payment of subscriptions.

The government ruling regarding stopping of papers within one year after expirations, furnishes the publisher the best argument in the world for placing his entire circulation on a Cash-in-Advance basis. When the pubilsher can go to advertisers and show them that ten, twenty, thirty or more thousand families think enough of his paper to pay him $1 in advance for it, it would be a poor merchant indeed who would not respond to this argument.

ADVERTISING TO ACHIEVE SUPREMACY

AFTER THE WAR

Big Ideas More Important than Big Capital

(From the Christian Science Monitor)

UNDER the auspices of the Liverpool Business Association, Thomas Russell, President of the Incorporated Society of Advertisement Consultants and formerly advertising manager of the *Times*, delivered an address in Liverpool on the importance of advertising in view of the struggle for business supremacy after the war. Mr. Russell asked whether it was right to advertise when economy was so important to the nation. It was not enough, he said, to economize imports, they must see that powers oversea did not economize too much in their exports. It was highly important to advertise in promoting trade abroad, in their colonies, and in neutral and friendly countries. An advocate of advertising was an advocate of economy, as advertising was the most economical way to sell honest goods. Advertising did not mean huge announcements costing thousands of pounds, big capital or big capitals; big ideas were more important than big capital. Most of the money for any shop advertising that was any good at all could be earned as fast as it was spent.

Shopkeepers must not imagine they were going to get the money back by adding to the prices they charged; they were much more likely to get it back by taking something off.

Comparing the value of newspaper advertising with advertising by circular, Mr. Russell said people paid money to read a newspaper and they were apt to throw away a circular without looking at it. Therefore, if a local newspaper existed capable of covering the ground completely, it was probably the best and most efficient medium of advertising. Individuality was put into advertising by hard work, hard thinking and severe self-criticism or the purchased criticism of a professional adviser. What a beginner could learn from professional criticism by putting up his problems to an advertisement consultant was worth far more than it cost.

In conclusion, he said, that if a man had good things to sell, was content to work hard and tell the truth, pay his way and adhere to the honest policy that the goods must always be as good as the advertisement and better, he would rise to success which would not only give him happiness from the enjoyment of the profits, but also happiness of the only kind worth buying, that of knowing that he was doing good work for the benefit of his fellowman and helping to uphold the best traditions of British trade and advertising.

MEN AND MEDIA

MILLER McKNIGHT has recently resigned his position as advertising manager of *MacLean's Magazine* to assume the business management of Toronto *Saturday Night*.

* * *

Frank C. Bray, advertising manager of *Canadian Thresherman and Farmer*, Winnipeg, recently dropped in to see ECONOMIC ADVERTISING and the boys here in Toronto while on a business trip to the East, which was a most successful one.

* * *

H. C. Lowrey, for the past three years advertising representative of *Canadian Grocer*, Toronto, has recently severed his connection with that paper to represent the Toronto *Globe*.

* * *

Jno. Robertson, at one time the editor of the Harriston (Ont.) *Tribune*, died in Harriston recently in his 57th year.

* * *

The honor of president of the Canadian Parliamentary Press Gallery in Ottawa was recently bestowed upon James Muir, of the Toronto *World*.

* * *

Western Canada railroad men will not be waiting in information regarding all the departments of railroad activity. The *Railway News of Western Canada* is a new semi-monthly publication which has just made its appearance in Winnipeg, Man.

Friends of "Ned" Sheppard will be pleased to learn that he has received a lieutenant's commission and intends to leave for Europe at once. Ned, who was well known in Toronto newspaper circles, was recently editor of the Vancouver (B. C.) *Daily Sun* and was formerly with the Toronto *Star*, and the New York *Sun*.

* * *

David Watson, formerly editor of the Quebec *Chronicle*, who went to Europe some time ago as lieutenant colonel, has since been made brigadier-general in command of the 5th Canadian Brigade and was recently honored by King George with the title of Commander of the Bath.

* * *

Wm. Powell, editor and publisher of the East Elgin (Ont.) *Reformer*, has sold his interest in that paper to Rev. W. G. Charlton and Jas. L. Anger, both of Aylmer (Ont.). Mr. Powell will return to Toronto to take charge of *Printer and Publisher*, with which he was associated before going to Aylmer.

* * *

Solon Lutz, news editor of Berlin *News-Record*, died recently after a brief illness. Mr. Lutz was well known in Ontario journalistic circles, having been engaged in newspaper work for the past twenty years.

* * *

The *Evening Chronicle* and the *Daily News* of Port Arthur, Ont.,

recently amalgamated under the name of the *Daily News-Chronicle*.

* * *

Advertisers desirous of securing either Eastern or Western Canada circulation will welcome the announcement that the Montreal *Family Herald* and *Weekly Star* will, in future, issue two separate editions of their paper. A "Western" edition for the four Western Provinces with a circulation of over 80,000 copies, and an "Eastern" edition for Ontario and the Eastern Provinces with a circulation of over 90,000 copies a week. The rate for each edition will be twenty cents a line, or for the two editions, same copy to run through both without change, twenty-five cents a line. The change took place with their issue of February 25th.

* * *

After seven years' service as news editor and also as editor-in-chief of Winnipeg *Daily Telegram*, Colonel G. C. Porter recently resigned to open offices in Winnipeg, as general editorial manager of a newspaper syndicate serving the large dailies of the country together with New York and London.

Colonel Porter was at one time news editor of Toronto *World* and editor of Calgary *Herald*. He also assisted prominently in the organization of the Alberta and British Columbia Press Association ten years ago, and was its first secretary.

Toronto *Star* is another of the big dailies to place the ban on "liquor" advertising in future.

* * *

F. H. Flint is the new advertising manager of the Saskatoon (Sask.) *Phoenix*. Mr. Flint received his initiation to the printing trade with the Presbyterian Printing and Publishing Co., Toronto. Some years ago he became associated with the advertising staff of Manitoba *Free Press*, and before leaving for California had won his way to the office of advertising manager. Mr. Flint was advertising manager for Nelson (B.C.) *News* when he accepted the offer of Saskatoon *Phoenix*.

* * *

James L. Neville, formerly of Fredericton, N.B., recently joined the Calgary (Alta.) *Western Standard* as city editor.

* * *

There is no lack of patriotic ardor among the members of Winnipeg (Man.) *Tribune*. With J. H. Brownell of the circulation department, no less than eighteen members of that newspaper's staff have donned the khaki for overseas service. Mr. Brownell is a member of the 38th battery of the 10th Artillery Brigade.

* * *

E. G. Smith has resigned his position with Berlin (Ont.) *News-Record* to take charge of Quebec *Telegraph*.

One of the handsomest pieces of advertising literature to come to our desk during the past month is B. F. Sturtevant Company's Catalogue on Sturtevant Stationary Vacuum Cleaners, produced by the T. H. Best Printing Co., Toronto.

The cover is a creation in dark blue and gold, on a heavy linen finish blue cover stock with the trade-mark embossed. The inner pages, of which there are 20, are done in a pale blue tinted plate bleeding the pages, type matter in green and halftones in black, with fine vignettes running beneath the type.

The whole reflects great credit not only on those for whom it was created, but also those who handled the work.

* * *

Duncan B. Gillies, formerly manager of *Canadian Grocer*, is now with Maclean's *Magazine* in a similar capacity.

* * *

"Productive Advertising"

This is the title of a new book by Professor Hess, who looks at advertising almost entirely from a psychological point of view. He deals with it very exhaustively, and few advertising men could read the volume without having their imaginations stimulated very much to their advantage. Sometimes he seems to go into details rather meticulously, and thus conveys the impression of academic leisureliness, but that defect is the necessary complement of the thoroughness which accompanies it. To the young aspirant the plentiful exercises and problems are excellent materials whereon to break his amateurish lances, with less unpleasant results for himself and every one else than would be the case if he endeavored to palm off his unbaked efforts in a business office. The chapters on typography are particularly clear and very helpful to the beginner.

Productive Advertising, by Professor Herbert W. Hess, is published by J. B. Lippincott Company, Washington Square Press, Philadelphia.

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A. B. C.

THE AUDIT BUREAU OF CIRCULATIONS, CHICAGO

"The object of the A. B. C. is . . . to ascertain all the facts with regard to the circulation of any and all newspapers, magazines, trade or other publications which are members of the Bureau; and for the dissemination of data for the benefit of advertisers and advertising agencies who desire accurate circulation records of all publications in which they advertise."

The Evening Telegram was the first Toronto newspaper to request an audit by the A.B.C., was the first to join the Bureau, and was the first to be audited by the Association's auditors.

This report is now ready and advertisers interested in Toronto should send for a copy. If you compare this report with the similar report of other Toronto papers you will know without a doubt which is the best paper for you to use if you are seeking Toronto business.

KNOW what you are buying—get these reports and compare them.

THE EVENING TELEGRAM

(MEMBER OF A.B.C.)

TORONTO CANADA

You—an Advertiser
in the Farm Field

can find no better class of prospects than the subscribers to THE FARMER'S MAGAZINE: they represent homes of maximum purchasing power and **with the will to purchase.**

FARM SCIENCE AT WORK

$10,000 is not too much to put down as the wealth of the average subscriber to THE FARMER'S MAGAZINE. This is wealth far in excess of that possessed by the average popular magazine reader, or town or city dweller.

THE FARMER'S MAGAZINE is subscribed to **for its own sake.** No premiums are offered to induce subscriptions and every subscriber is required to pay cash and full price.

25,000 copies are printed and mailed every month. Always an aggressive solicitation campaign is maintained, and the great majority of subscribers have been and are being secured **by advertising.** This means that we have **a responsive class of subscribers.**

Rates are indicated by the following extract from the rate card: 1,000 lines.....16 cents.

STANDARDIZE your product or merchandise, and establish acquaintance with and confidence in your firm name, by advertising regularly in

The Farmer's Magazine

The Next Two Months are months of specially heavy buying on the part of farmers—implements of many kinds, dairy supplies, stable equipments, seeds, building supplies, fertilizers, fencing and much else. The great majority of farmers **haven't bought yet.** Excellent reason, therefore, why you should be in THE FARMER'S MAGAZINE the next two issues in BIG SPACE.

Send for specimen copy if you are not familiar with the greatly improved FARMER'S MAGAZINE.

THE FARMER'S MAGAZINE

THE MACLEAN PUBLISHING CO., LIMITED

143 University Ave. Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 MARCH 1916 NO. 3

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WHILE you yourself remain uninfluenced by the advertising other manufacturers are paying good money for, it is well to stop and consider that the public are no more responsive to poor advertising than you are.

Would your advertising prove more responsive through a sound, intelligently directed plan? Let us talk it over together.

WRITE PHONE WIRE

Norris-Patterson Limited

Advertising Agency

MAIL BLDG., TORONTO Phones Adelaide 2231 2232

"It's All in the Service"

The Leading Value in Canada

112,000 *net* paid-in-advance proven high-quality circulation, entirely to Canadian women, establishes EVERYWOMAN'S WORLD as the record high value for Canada.

For the rate is only 40 cents per line—this giving *the record high value* to advertisers for a Canadian publication.

Audited statements of circulation are available and will be furnished on request. Our next half-yearly statement will be on

AUDIT BUREAU OF CIRCULATIONS

forms—we having applied for membership in the Audit Bureau of Circulations.

Only reasonable amounts of space are permitted to anyone advertising in EVERYWOMAN'S WORLD, since mechanical facilities at present do not permit unlimited enlarging of any issue to accommodate all the business offering.

Ask your Agency for particulars.

Everywoman's World

Continental Publishing Co., Limited

Toronto, Canada

Offices also in New York, Chicago, Philadelphia and in London, Eng.

Big Space or *Small* it PULLS in

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

HERE'S TWO TYPICAL CASES

Hillsburg, Feb. 28, 1916.

"Dear Sirs,—I am much pleased with the results of my ad in your paper, as I have been able to dispose of my six bulls which I regarded as rather past market age, and to realize a fair price for them as well as several others.

"I now wish my ad changed. I now wish to advertise a number of young bulls from 9 to 12 months, sired by Victor of Glencairn 5717 Imported.

"Enclosed please find $18.00"

Very truly yours,

(Sgd.) PETER A. THOMPSON.

Fergus, Ont., Feb. 18, 1916.

"Gentlemen,—As the 20 extra enquiries have been received we are going to take space in one of your March issues. You might reserve March the 10th issue, outside cover, and we hope we can have two colors as before."

Yours truly,

BEATTY BROS., LIMITED.

(Sgd.) Per D. R. Potter,
Advertising Manager.

A bulging purse is not necessary to get paying replies from CANADIAN FARM. But where large space is desirable your returns will be wholly commensurate with the extent of your expenditure. If your product can be used on Canada's best farms and in Canada's best farm homes why not reach them through the medium of proven "responsiveness."

Shall we tell you just how your product fits this field?

Shall we tell you just what the 21,000 farms and farm homes entered by CANADIAN FARM buy and use every day? Shall we tell you how and to what extent your product fits into this field? Here in our office are facts—specific facts—vouched for by our readers themselves.

They may prove that CANADIAN FARM can offer you but little. They may open up to you an extensive, waiting field.

They may disclose the absence of serious competi ion, or show the thoroughness with which the field is at present supplied.

Whatever they prove, you should have these facts before you. Whatever they show, you should know just where you and your product stand in relation to the sales possibilities of the extensive field. This is part of the service we are extending to other concerns. A feature exclusive in nature with CANADIAN FARM.

You should have these facts to-day. Shall we send them? Write.

Member A.B.C.

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION
181 SIMCOE ST., TORONTO

Member A.B.C.

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 9. Toronto, March, 1916 No. 3

STRAIGHT TALKS

A DANGEROUS OBSESSION

QUITE recently a prospering Ontario manufacturer approached an advertising consultant regarding the decreasing responsiveness to his advertising.

Ever since the business had taken on a new lease of life a few years back when the firm had started in advertising, the "chief" had handled and controlled the advertising himself.

The results at first had increased to such proportions as to make any beginner in advertising think himself the genius of the art.

This manufacturer kept careful tab on the replies and had dwindled down his list of mediums to a very small number, which he claimed had proven the most productive and only ones worth while. Pity the space seller who presented his proposition and couldn't show where other advertisers in his paper had brought their cost of inquiry down to a mere trifle.

Gradually the bottom seemed to fall out of this wonderful cornucopia of replies. It required more effort, it required larger space to keep replies anywhere near the record formerly attained. Sales also were dwindling. They never had increased in the same proportion as inquiries.

The advertising consultant had watched this campaign from a distance since its inception. He immediately placed his finger right on the weak spot in the campaign.

Your whole business is in a sick condition, he told his friend the manufacturer. Instead of feeding prospective purchasers with the meat of solid, nourishing sales facts, instead of developing valuable

No matter
how much
imagination
you put in
your copy
have a
bottom of
truth
in it.

buyers, you have built your whole campaign year after year on the strength of a booklet which you will send to any sufficiently curious to write for it.

Such replies as you have been getting in large numbers cannot possibly indicate interested, prospective purchasers. Your salesmen will probably be able to prove to you that while you may supply them with a list of people who have received your book, the real sales work is not commenced until the salesman gets on the ground.

You are adding to the present heavy duties of your salesmen the work your advertising should have been doing all these years—introduction—education—persuasion.

In a proposition particularly such as yours, where a sale means the expenditure of a goodly sum on the part of the customer, less replies and more common sense development and education should be the aim of your advertising.

If it costs, as you say, less than a dollar to secure an inquiry, and then requires three or four days for your salesman's time and then probably fail to close the sale, where does the value of low cost of inquiry come in? How much better to forget replies for the time being and use copy—sound, educational, argumentative, persuasive copy—that may cost you a few dollars per inquiry, but sales from which your representatives can close in a few hours?

And right here let it be said that an abundance of inquiries does not always indicate an abundance of buyers. Mediums which seldom produce a reply may be the strongest sales factors in your list.

Judge a piece of copy or a publication alike in one respect; not by the inquiries they bring but the sales they produce.

CONTACT AND CONFIDENCE

THE whole business world rests on a foundation of confidence. When confidence is gone, business is gone.

Individual salesmanship depends upon confidence as much as any other transaction in business. If a man has confidence in you and in your goods, you can sell him. You cannot make many sales where confidence is lacking.

If your prospect lacks confidence in you, then your entire efforts must go to building up in his mind a feeling of confidence.

Lack of confidence is usually due to ignorance. Unless you know a man well, you haven't confidence in him. Unless you know a business house well, you haven't confidence in that house.

The greatest foe of ignorance is publicity. The saying, "publicity corrects all abuses," is a true one.

Without a doubt, the greatest force to-day in the interest of confidence—in the interest of credit, if you will—is advertising.—*Hugh Chalmers.*

It is CANADIAN through and through

EVERY reader of Maclean's Magazine is deeply impressed with its **Canadian** savor. The big writers and big articles are Canadian. Men and women who a few years ago had to go abroad to market their literary wares now find in MACLEAN'S a magazine worthy of this young and virile dominion. This explains why MACLEAN'S MAGAZINE bites deep into the favor of its Canadian readers.

They Say:

"A splendid magazine for the Canadian home—educative, entertaining, clean."
CHAS. O'MACK, ST. MARY'S

"I much enjoy a truly Canadian magazine."
N. A. MCKINNON, VANCOUVER

"Maclean's I regard as one of the best I know, its treatment of live questions and special articles give it value. I should not like to miss it."
R. M. JOHNSON, MOOSE JAW.

"It is just fine, the best Canadian magazine on the market."
HARRY D. EYRON,
E. KILDONAN, MAN.

"Our household value your magazine very highly."
W. E. LEESON, AYLMER.

"I can recommend your magazine as being of the kind that every lover of Canada should read."
J. S. BONIRON, GLACE BAY, N.S.

"I cannot afford to miss a single number."
REV. HUGH MACKENZIE,
HONAN, CHINA.

"If ever I discontinue it, it will be for reasons over which I have no control."
E. R. MARTIN,
LIVERPOOL, N.S

Thousands of subscribers have written commending the publishers' policy of making MACLEAN'S so thoroughly Canadian. A half-dozen or so typical testimonies of appreciation are herewith given.

You, as an advertiser, should have regard for this declared preference for

Maclean's Magazine

Look at these names of distinguished Canadian Writers whose work is now appearing in MACLEAN'S: Stephen Leacock, Agnes C. Laut, Arthur Stringer, Arthur E. McFarlane, Robt. W. Service, Alan Sullivan, Miss Montgomery, Sir Gilbert Parker. The work of these writers is eagerly welcomed by Editors of the best American magazines.

Your advertisement appearing in a magazine of the quality, interest and appeal of MACLEAN'S has an enhanced force and selling power. Also through MACLEAN'S

A National Medium

you have access to the very best class of Canadians—those dwelling in good homes, of substantial means, appreciative and desirous of the best. For **National** publicity of the best sort MACLEAN'S should be on every list.

Send for Specimen Copy and Rate Card

The Maclean Publishing Co., Limited
143 University Ave. - Toronto, Ontario

ROUNDING OUT THE SPIRIT OF ADVERTISING

WHEN one considers the growth of advertising from the enfeebled business card of generations back to the high-powered co-operative drives of to-day, one may well be excused for wondering what new machinery or influences the dynamo of well directed advertising will set in motion. To the increasing development of its use there seems no end.

What the government accomplished in broadening the markets of Canadian fruit growers and increasing the grain acreage last year through advertising is now ancient history. What advertising achieved for the government in the sale of the recent war loan is still live news.

We have the Finance Minister's statement that newspaper advertising sold the recent issue of $50,000,000 5% bonds at a considerable saving over the usual method of underwriting. Mr. White claimed that to underwrite the loan in the ordinary way would have cost the Government 1¼%, or $625,000. The newspaper advertising campaign did not approach this sum, yet the issue was covered twice over.

Instead of waiting until a public issue comes before the Government, opposing factions concerned parry, thrust, argue and urge, thrash the matter out to their heart's content—without ever coming face to face with each other—through newspaper advertising.

Ranks are filled up, battalions formed, armies recruited, the funds of foreign and home charities reimbursed through the influence of advertising.

A city in the eastern states recently appropriated $500,000 to make known its industrial, commercial and domestic advantages to all the nation.

A factory owner conducted a campaign in large space to secure the right kind of employees by showing the desirability of working in his factory.

Co-operative advertising by competitive concerns on a basis of mutual benefit has been proved a practical theory.

Another surprising development of the use of advertising is the announcement that in England the Bishop of Durham and a number of clergymen are at work on a plan to advertise the Bible, preferably in the secular press. The object of the campaign being to secure for the Bible its true place in the national and private life.

The Anthracite Coal Operators' General Committee of the United States some time ago ran a series of ads in a number of eastern states cities for the purpose of telling the public frankly, openly and fairly the actual situation regarding the demands of the coal miners for a 20% increase in wages.

Finding that the craze for motoring has led to a neglect of jewelry, the Wholesale Jewelers' Association of the United States have planned a $100,000 campaign to restore the practice of wearing jewelry as an essential of good dressing.

Daily and Sunday World Figures Are Audited by the A.B.C.

The first audit of the A.B.C. of THE WORLD'S circulation figures gives THE DAILY WORLD a net average paid circulation of 47,973 and THE TORONTO SUNDAY WORLD a net average paid circulation of 81,593.

The city and suburban circulation of THE MORNING WORLD is given as 41,764 and THE SUNDAY WORLD as 73,952. Since this audit was made there have been some changes. On Sunday, March 5th, 98,000 copies of THE SUNDAY WORLD were printed and sold. On Sunday, March 12th, these figures were increased to 101,000 and there will be substantial increases almost every week for some weeks to come, as the advent of warmer weather invariably brings increased circulation to THE SUNDAY WORLD.

For covering the City of Toronto and the portion of the wealthy Province of Ontario immediately adjoining, THE DAILY and SUNDAY WORLD make an ideal combination, for the advertiser gets a total combined circulation from this territory of 115,716.

Advertisers can make a combination contract covering both papers and get THE SUNDAY WORLD at the DAILY WORLD rate by simply using the same copy in each paper. On a 5,000 line contract the rate is—Daily, 7c.; Sunday, 9c.; both papers, combination contract, 14c. On a 10,000 line contract—Daily, 6c.; Sunday, 7c.; both papers, combination contract, 12c.

Ask your favorite agency regarding this one best buy in the Toronto field.

The Toronto World - Toronto

And now comes the most surprising of all.

A number of big New York retail establishments have commenced a campaign in full-page newspaper space in an effort to stop the rapid encroachment of manufacturing loft buildings in Fifth Avenue and its adjacent streets and avenues.

The reason for the campaign, as claimed by the retailers in their first ad, is that at noon the crowded loft buildings pour out hundreds upon hundreds of workers, who, naturally enough, take advantage of the hour to stroll up and down Fifth Avenue for relaxation. Although orderly and law-abiding they crowd the walk from curb to building line, and being composed mostly of immigrants from Central and Eastern Europe are utterly incongruous in such a setting. The result is that shoppers find themselves shut off by this living, moving barricade, and the whole district has come to be looked upon as an undesirable place to shop.

If loft building construction is permitted to go on most of the large stores along Fifth Avenue will be driven off, and as they have long term leases the result for them will be little short of disaster.

Sentiment toward the greatest street of retail shops and fine homes in the world as well as the financial aspect is behind the movement, and a significant paragraph at the bottom of the first ad points out that the large retail stores that subscribe to the advertisement will give preference in buying to those manufacturers who within a year shall have moved out of the area defined in the ad which it is desired to restrict.

LE TEMPS REPORTED SOLD

There is a rumor current in Ottawa that *Le Temps* has been sold to men prominently identified with the bilingual agitation.

It will be remembered that for some time Omer Chaput, editor of *Le Temps*, has consistently opposed the bilingualists, calling them extremists.

Recently the plant was closed and a formal statement promised in the near future. Most of the stock of *Le Temps* was formerly owned by A. E. Rea.

Advertising is accomplishing so many things which might at one time have appeared improbable, that we have practically reached the point where the development of new uses no longer startles us. Whether the next move will be for the emancipation of mother-in-laws or a universal movement for free hearthstone berths for homeless cats, one can hardly say. Advertising mediums comprise the nation's forum. Wherever an individual or a group of interests with ends possessing anything of virtue to achieve, make intelligent use of the spotlight of publicity, we can refrain entirely from any speculation or doubt as to the probable results.

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL; 13 Coristine Bldg.
J. J. Gallagher, Managing Director

MORE ANENT THE 65 PER CENT. FIELD

Reply to John C. Kirkwood's Article "Canada's Best Market," which appeared in the January Issue of ECONOMIC ADVERTISING

THE January issue of ECONOMIC ADVERTISING has a very interesting article from your pen. It seems to give a lot of valuable information. You have assembled a lot of facts, but it is to be regretted that, after you have taken so much time to gather this information, the deduction you have made is not more conclusive. I must take issue with you on several of your statements.

The basis of all advertising values is circulation. The value of the medium fluctuates with the quantity and quality of its circulation and the methods employed to secure it One of the corner stones of any medium's influence with its readers is the value of the service rendered to those readers by the medium. The greater the service the more valuable is the medium to the advertiser as well as to the reader. You seem to have entirely overlooked these fundamentals in your deductions.

You might be interested in learning that in the report of the Agricultural Survey of the Commission of Conservation for 1915, F. C. Nunnick finds that 77% of the representative farmers of Ontario read daily papers. This is rather astounding information. It is based on the actual facts discovered by a survey of 100 representative farms in each of the following counties: Dundas, Waterloo, Northumberland and Carleton, so that the average number and class of farms visited may be regarded as typical of Ontario as a whole.

These facts are authentic proof that while dailies have long held the lead in metropolitan centres they are rapidly becoming predominant in the rural communities by the extension and efficiency of the rural postal delivery.

I agree with you that the rural communities are Canada's best markets. The credit for this betterment in the conditions of the rural communities may be credited in a measure to the increasing circulation of the daily paper among the farmers. The daily brings the farmer into close contact with the world's markets. They are broadening his viewpoint and changing his whole mode of living. They are creating in him the desire for the better things of this life, thus developing for their advertisers a rich market for their wares.

You say: "It is dollars to doughnuts that these 35,945 rural stores distribute more goods measured in money than do the 16,845 city stores." Evidently you are not very familiar with the average country store, for if you were you would hasten to revise your arguments. There are exceptions, of course, in both cases. But you must consider the cost of transporting the goods, of selling on credit, of keeping twice as many

RESPONSIVE CIRCULATION

IS WHAT THE ADVERTISERS RECEIVE
WHO USE SPACE IN

The Hamilton Spectator

It Guarantees Merchants QUANTITY plus QUALITY

Merchants with many years experience have tested and proven the merits of The Spectator as a Powerful business aid. It is its great HOME circulation which makes it so. If your business is languishing or lacks snap and go to it, try Spectator advertising. It is a wonderful business invigorator.

Exceeds any other local paper in circulation by many thousands of copies daily

ATTENTION!

ADVERTISERS of national importance are using our advertising illustrations in their copy because they know that nothing can equal a good illustration for attracting attention.

We invite correspondence, and are always pleased to submit samples and suggest new ways of applying art to advertising, for our mutual profit.

Telephone Main 2522, or Write

Stewart and Browne
"Advertising Art Adepts"
23 Jordon St. TORONTO

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

ECONOMIC ADVERTISING is the accepted vehicle of Canada's best Advertising and Selling BRAINS.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let ECONOMIC ADVERTISING talk to you — intimately — constructively — every month. Send your dollar through to-day

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

accounts, and making collections.

Now, then, let us look at this question from an advertiser's standpoint. He wants to get the most for his money. He wants to cover Ontario. He looks for mediums. He finds in Ontario 35% of Canada's total population of which 42%—1,211,801 is urban and 58%—1,648,199 is rural.

The average circulation for a weekly we will generously put at 3,000. This means that in order to reach the rural population of Ontario he would have to use more than 500 weeklies. Let us assume that this were possible—which it isn't, as 77% read the dailies—look at the enormous amount of detail he would have to shoulder to look after copy, position and accounts of those 500 mediums, to say nothing of the tremendous rates he would have to pay for the total circulation. For instance, take the circulation of a city daily say of 85,000, of which 22,000 is urban and 63,000 is rural. The rate is 8c per line for the total circulation. Suppose we attempted to get corresponding circulation through weeklies we find that it would be necessary to use 22 mediums, and supposing we paid each 1c per line, it would cost us 22c, as against 8c—with the 22,000 city circulation gratis.

The city daily carries with it a certain prestige that does not accrue to the weekly, which is a very important factor to consider when planning any campaign. As the daily makes six times as many calls per week as the weekly, it is just six times as effective and six times higher in the estimation of the rural resident, and in my humble opinion wields a much greater influence in the rural home than does the rural weekly, despite the fact that there is the common bond of mutual rural interests.

While I agree with you that there is plenty of room for development work in merchandising work in the "65%" field, and while I am just as anxious as you are to see this work started, I feel that the daily is the biggest factor in developing this market and with the extension of the rural postal delivery the position of the metropolitan dailies is being rapidly and greatly strengthened.

But let us work together to open up this great market, there is room for both classes of mediums. The trend of the times seems to be allocating the national merchandising to the metropolitan dailies, and the local merchandising to the community medium.

AD-VISOR.

February 8th, 1916.

* * *

ECONOMIC ADVERTISING prefers to present the above as an addition to Mr. Kirkwood's article rather than a criticism. It will be remembered the contention of the article was that intensive or regional advertising was better for many advertisers than a national campaign, and that if and when intensive or territorial advertising is done, each class of medium—the metropolitan daily, the small city daily and the country weekly—would probably be used more largely than is now the case.

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

COPYWRITER WANTED

Advertising Agency has good opening for an experienced copy man who is familiar with estimating and planning Campaigns. One with Advertising Agency experience preferred. Splendid opportunity to expand. Applications treated confidentially.

Box 125 Economic Advertising
Mail Building, TORONTO

GIVING "COPY" A STRONG PERSONALITY

TO me typography is a means, not an end.

To a printer typography may be an artistic end to be accomplished, but to an advertiser it is of importance as being another of the many elements bearing on the strong presentation of the selling arguments he is trying to convey.

Since beauty is not necessarily synonymous with pulling-power, we advertisers are not concerned primarily with the beauty of our typography—but with those elements that our experience tells us help in the maximum degree to *get the money*.

Good typography leads to the effectiveness of copy in exactly the same manner that an accurate enunciation lends force to the arguments of the travelling salesman.

If the salesman's selling arguments are presented in a clear, resonant, strong, forceful voice and manner, containing to a maximum degree that illusive quality — "attractive personality" — he will get attention, will be heard and will lend to his arguments added weight by the fact that his voice rings sincere, carrying conviction.

What a salesman's voice is to him, type is to an advertiser. The same clearness, strength, force, and personality can be attained through type and type effects as through the spoken word.

And yet how careless some are about typography.

Many an advertiser who would not send a salesman out on the road who suffered any serious impediment in speech seems to delight in sending out printed salesmen that suffer miserably from typographical hairlip.

The day of the advertising millennium will arrive when all advertisers will resist the temptation to indulge in typographical gymnastics in order to get attention.

To effect a sale you have to convey force, dignity, sincerity, personality and other characteristics which cannot be reconciled to freakish typography.

I don't want any reader to say "What striking typography!" "What a clever idea for an ad!" "What an ingenious display!" I want him to say, "That sounds logical, square, sensible, I'll buy it."

And strong, clear types such as Caslon, Old Style, McFarlan and Modern are more readable and attractive than most others and will assist in securing this effect when unusual types, however attractive, often fail.

They are more common but, just as brown and green are the commonest of Nature's colorings, they are by this very fact the most pleasing to the eye. They are more legible, which is what we are after.

One of the most valuable uses to which typography can be put on its own account is in securing cumulative effect in an advertising campaign.

By maintaining the permanent

BERLIN

THE CITY THAT HAS NEVER KNOWN A DEPRESSION

If you could see its 130 factories humming with activity, making everything from Buttons to Auto Tires—

If you could see its fine homes and prosperous families — its utter lack of idle men—

If you could secure the local viewpoint regarding Berlin's strongest paper—The News Record—

You will realize why most Agencies consider Berlin one of the soundest cities in Canada, and the News-Record the logical medium to reach the greatest buying power.

94% City Circulation. A.B.C. Audit

IN BERLIN IT'S THE

NEWS-RECORD

The Daily Average Circulation of

THE EVENING RECORD

(WINDSOR)

for February was

9,266

Advertising Rates (Plate)

Under 1,000 lines	-	**3c. per line**
Over 1,000 lines	-	**2c. per line**
Over 5,000 lines	-	**1¾c. per line**
Over 10,000 lines	-	**1½c. per line**

John A. McKay, Publisher

For Profitable Publicity

Advertisers Should Use the Columns of

The Saskatoon Phoenix

THIS paper circulates through a territory of 48,500 Square miles, touching over two hundred thriving towns and villages on over 2,200 miles of railway. The people of this district are this year prosperous to an extent unknown in the history of the West. The northern part of this province is thoroughly covered by The Saskatoon Phoenix. No advertising campaign is complete without the use of this paper.

EDGAR J. GUY

Eastern Representative

Canada Life Building, Toronto

Reader Confidence

in a publication expresses itself most forcibly in the preference readers show for the goods advertised in it. That's why most campaigns are highly successful in

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, it secures the confidence of a large buying clientele to the goods advertised in its columns. No plan is complete without the Catholic Record ?

Ask any agency for rates or write

484-486 Richmond Street

LONDON - ONTARIO

typographical character a relation can be established in a series of advertisements which assists cumulatively in the general results on exactly the same principle that a trademark is valuable.

When a firm advertises constantly, appearing repeatedly before the same eyes, as in department store advertising, general publicity, etc., or where a chain of arguments are run—one ad to an argument—this typographical cumulative effect is tremendous.

Perhaps the most typographically critical of all department stores is Wanamaker's, who at one time actually set their own ads, and this is practically what they do at present, as I have seen at the "North American" men who for years have never set any other copy than Wanamaker copy.

This typographical consistency is of especial value to many businesses which are hard to advertise, such, for instance, as banks.

In general the typography of an advertisement should bear out the character of the article advertised.

Barnum, one of the most successful advertisers who ever lived, advertised the Biggest Show on earth in the biggest typographical displays, and his awe-inspiring gymnastic features were depicted in the most awful colors and effects.

But if trying to sell articles of an artistic nature, artistic type effects consistently apply.

The requirements of most of us, however, lie between extremes. We have certain good, strong, clear selling arguments to present and we cannot do better than to present them in good, strong, clear body types such as Caslon, Modern, Old Style and McFarlan, using the same body type throughout in as few sizes as may be consistent, using the italics, fullface and underlining in preference to the introduction of a new type face, and display lines of the same or similar type.

Too many type faces will destroy the force of the ad or other literature as surely as one display line too many will destroy the force of display lines otherwise strong.

Either in display lines or body matter I prefer italics if I'm quoting.

If I mention price in display the figures representing the cents are half the size of those representing the dollars, and the dollar sign is the same size as the cents.

A generous use of white space is to be advocated in general publicity and retail copy, but it is not often possible in mail order copy.

In mail order copy, if 6-point or even agate is used and set close, (often running display lines in the copy in 12-point fullface Gothic caps or similar faces which have no serifs and very little shoulder) a very bold though possibly cold effect is secured—not a masterpiece of typographical beauty, but securing (in lieu of white space) a grey effect of small, clear type against which cuts and display stand out strong.

A few very carefully considered display lines will stand out against this grey without use of white space.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

no siree—

The Wise Publisher or Agency Man does not "wait for things to turn up." He sets in and uncovers them himself.

The shrewdest find ECONOMIC ADVERTISING a valuable means for getting into intimate touch with "definite" business.

Does the general advertiser know the particular merits of your publication or service?

The reason mail order advertisers use grey instead of white space is that mail order advertisers have to tell considerable more of their story than publicity or retail advertisers, and your grey consists of selling argument, while white space is a tribute to typographical beauty, which you pay for at an average of a dollar a line.

Moreover the mail order class will read agate if your display lines have caught him and your copy is what it should be.

Typography should be so unobtrusive as to demand no conscious attention on the part of the reader to the service it is performing. Like a good waiter, it should require no attention on its own account. When you have been perfectly served you cannot only not tell what your waiter looked like, but you can't even recall his putting down a dish, so subtly, unobtrusively and perfectly was his service rendered.

It seems to be a law that perfect service cannot be rendered if that service makes any demand upon your attention on its own account.

Typography is *service*. As a waiter it conveys your dishes or arguments to your prospect, who awaits to devour them if they look good to him. It conveys your tit-bits of reasons in any way you wish—juggling them to attract attention in a flamboyant, comic or noisy way, or, if you so desire, it may serve each argument easily, steadily, quickly and unobsrusively, leaving your prospect with a full meal of easily digested arguments and unconscious of the subtle method by which you have typographically fed them to him.

SHOULD A BANK ADVERTISE?

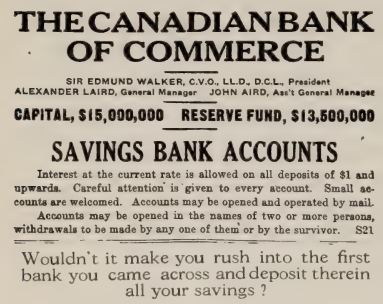
A Few Dynamic Pointers as to How and Why, by Truman A. De Weese, in "Keeping a Dollar At Work," recently Published by the New York Post

THERE are many institutions that might make profitable use of newspaper advertising which are slow to appreciate and utilize its benefits. Among these are banks and churches.

It should be the legitimate function of a newspaper to educate the merchants in its community to advertise. The newspaper is a medium of publicity. It takes the lid off things that should be exposed to public view. It throws the white light of publicity into the dark places in society, in state and municipal government. It drags domestic skeletons forth from the closets of secrecy and holds them up in all their nakedness until moral crookedness is made repulsive. It also gives publicity to the civic, religious and educational movements that contribute to the progress of well-ordered society.

If publicity is good for the pro-

motion of those enterprises that are closely related to industrial thrift, why isn't it good for banks? Did you ever read a bank adver-


THE CANADIAN BANK OF COMMERCE
SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., President
ALEXANDER LAIRD, General Manager JOHN AIRD, Ass't General Manager
CAPITAL, $15,000,000 RESERVE FUND, $13,500,000
SAVINGS BANK ACCOUNTS
Interest at the current rate is allowed on all deposits of $1 and upwards. Careful attention is given to every account. Small accounts are welcomed. Accounts may be opened and operated by mail.
Accounts may be opened in the names of two or more persons, withdrawals to be made by any one of them or by the survivor. S21
Wouldn't it make you rush into the first bank you came across and deposit therein all your savings ?

tisement? Wouldn't it make you rush into the first bank you came across and deposit therein all your savings? After reading one of these bank advertisements do you know any more about banking than you did before? Does it give you a clear idea of the functions of a bank? Is there anything educational about it?

Of what does the average bank advertisement consist? It usually gives the total capitalization, total deposits, assets and liabilities, and this is flanked by a formidable list of officers and Board of Directors. It is true that these names stand for much that is solid and conservative and they inspire confidence. They impress the public with their financial responsibility. The members of the Board become classified in the community as "men of means."

But does such an advertisement give any idea what a bank is for? Does it advertise anything except the wealth of the members of the Board of Directors? To be sure, they are nice, genteel old fellows who came to the town in the early days and who became wealthy through the natural growth in value of real estate or through the manufacture of things that were needed for homes and the development of agriculture. Everybody respects them—but does the publication of their names teach the non-banking element how to use a bank? Now, what is the function of a bank? Briefly defined the function of a bank is to make a dollar work overtime. It is to employ idle dollars in all sorts of industrial and mercantile activity. It keeps a dollar rolling along the channels of trade. It pulls the idle dollar out of boxes, old stockings and other places of hiding and puts it to work for the prosperity and progress of the community. It pays you and me an interest on savings and places those savings at the disposal of local enterprises that need short-time loans with which to meet obligations.

An up-to-date bank advertisement should do something more than advertise the financial standing of the officers and Board of Directors. It should perform two functions; first, it should educate the people as to what a bank is for; second, it should encourage frugality and thrift by inculcating the habit of saving. The great mass of people are not only shiftless and profligate, but they are entirely ignorant as to the functions of a bank. They look upon a bank as an instrument for increasing the wealth of the wealthy. We have in several cities of this country

wonderful monuments to the efficacy of modern up-to-date bank advertising. They have cultivated the saving habit among the people and have carried on a popular campaign regarding the uses and functions of the bank until their deposits have gone beyond the dreams of the average old-fashioned banker. These institutions are too few and far between. There's no reason why every bank shouldn't be made a valuable institution for all the people through educational newspaper advertising.

THE ADVERTISING MAN DEFINED

Among the qualifications deemed essential in the makeup of the advertising man, George French, former editor of "Profitable Advertising," names the following:

"An advertising man cannot be wholly a 'made' article. He must have certain characteristics that cannot be acquired.

"He must be sensitive, alert-minded, liberal, open-hearted, companionable, courteous; have a mind like a photographer's sensitized plate; be a leader of men, an accomplished and persistent opportunist; have control of himself.

"Knowledge and acceptance of advertising truth, knowledge of human nature and the right personality, are the basic ingredients that go to the making of the advertising man.

"The rest is elaboration.

"The more an advertising man knows the better advertising man he is.

"There is no branch of knowledge, no detail of culture, that is not profitable for him, and a wide range of general knowledge is essential.

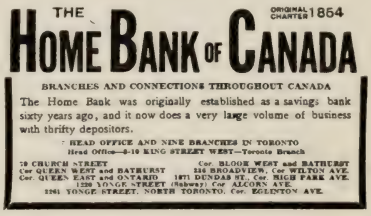
"He ought to keep well in touch with the affairs of the world, of the affairs of country and of the city or locality where he works.

"He ought to keep well in line with the literature of the day.

"He should know about the great religious, moral and sociological movements and take part in them.

"He should be a social being and give much time to intercourse with people.

"The good advertising man should devote much time and thought to himself. He should study himself, and he should learn to tell himself the truth about himself."


THE
HOME BANK OF CANADA
ORIGINAL CHARTER 1854
BRANCHES AND CONNECTIONS THROUGHOUT CANADA
The Home Bank was originally established as a savings bank sixty years ago, and it now does a very large volume of business with thrifty depositors.
HEAD OFFICE AND NINE BRANCHES IN TORONTO
Head Office—8-10 KING STREET WEST—Toronto Branch
Cor. QUEEN WEST and BATHURST
Cor. QUEEN EAST and ONTARIO
Cor. BLOOR WEST and BATHURST
Cor. BROADVIEW
Cor. WILTON AVE.
1071 DUNDAS ST. Cor. HIGH PARK AVE.
1256 YONGE STREET (Subway) Cor. ALCORN AVE.
1261 YONGE STREET, NORTH TORONTO. Cor. EGLINTON AVE.

The great mass of people are entirely ignorant as to the functions of a bank. Why?

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THAT a firm so experienced in advertising as Penman's Limited, Paris, should launch their 1916 campaign overlooking one of the fundamentals of good advertising, must have come as a surprise to those interested in the progress of the craft.

The radical change from former

campaigns to one of a strong bid for atmosphere is to be commended. But where such efforts are carried out to the extent of completely overshadowing the product itself, it invariably proves a thorn in the flesh of sales promotion.

While the ad reproduced herewith is not as weak and feminine in treatment as those which preceded it, it gives the impression of having been written by the artist who illustrated it. The "wall motto" type of lettering used is too flimsy and does not stand out plainly enough to make a quick, strong impression, which is the main purpose of a newspaper ad.

The lady's boudoir style throughout, emphasized as it is by an illustration of lighted candles, is incongruous with the attempted argument in support of sturdiness and warmth in men's undergarments. The melted candle wax dropping over the garment is a detail which could very well have been left out.

The plenteous space taken up by this ad (115 x 3) could be used to more effective purpose in illustrating "snug fit," strength and elasticity with a good, snappy picture, and emphasizing the warmth and durability of the underwear by positive statements instead of the pointless "nearly every man would answer the question 'What's your underwear?' by the name 'Penman's.'" This is a question which is never asked by a man anyway, and the construction of the sente ce is clumsy and hard to grasp the sense of.

On the whole, this and the preceding ads in the new campaign would make a far better hit with a furniture buyer or interior decorator than a man looking for a good brand of sensible underwear.

EVINRUDING-IS *Rowboat* MOTORING
STORED-UP miles of boat rides—long, healthful hours of water sport, are yours in the Evinrude. Where you will and when you will, in any row-boat or canoe, on ocean, lake or river. No more rowing—you're captain, not crew. Just a turn of the fly-wheel and you're off for a cruise, with no thought of a long row home again.
EVINRUDE
DETACHABLE ROWBOAT & CANOE MOTORS
EVINRUDE MOTOR CO.

"Stored-up miles of boat rides—long, healthful hours of water sport—where you will and when you will"—and a picture that shows how happily "you're captain not crew." The new Evinrude advertising sort of gets under a fellow's skin good and hard these sleety, sloppy winter's end days.

The Evinrude ad leads one to conjecture how many hundreds of Canadians have the zest and desire for motor boating, and all the advantages it brings, lying dormant within them, waiting to be set off by just such sparks of strong suggestion and hint of the romance of the great out-of-doors.

We can think of no more effective way of reaching the pockets of the people than through advertising which remembers that the public does not lay its money down on the counter for so many pieces of assembled steel and iron, but solely for the happiness and prolonged pleasure such a piece of mechanism will bring them.

* * *

Timeliness and appropriateness go hand in hand with advertising success. If you recall the recent Prohibition demonstration in Toronto, the undoubted prominence it had in the public mind both preceding and following the event, you will realize how timely and *apropo* the Manufacturers' Life Insurance Co.'s advertisement was, coming out as it did the morning following the parade.

Here was an opportunity open to all insurance companies, but it remained for the Manufacturers' Life to avail themselves of it, and to link up a subject of immediate public interest with their sales promotion work. It is easy to realize how further strength and force is given to advertising that makes such speedy use of items of immediate and absorbing interest.

M L C
Total Abstainers
are becoming more and more appreciative of the benefits of insuring with The Manufacturers Life Insurance Company, as we not only give Total Abstainers the advantages of special plans and rates, but keep a separate classification as regards mortality. In 1905 the ratio of business done in the Abstainers' Section to that in the General Section was 2 to 3; in 1915, just a decade later, this ratio had changed to 4 to 3 in favor of the Abstainers' Department.
Two essential factors are responsible for this wonderful increase: First, the popularity of our special policies for Abstainers, coupled with public approval of our Assets and progressiveness: and, Second, the growth of temperance sentiment.
Wouldn't you like to carry a policy in a Company that recognizes in a concrete way the advantages you are entitled to as a Total Abstainer?
The
Manufacturers Life
Insurance Company
TORONTO, - - CANADA
King and Yonge Streets
Insurance in Force - - - $83,746,172.00
Assets - - - - - - 20,744,678.00
Write for booklet regarding our Abstainers' Guaranteed Investment Policy. It will interest you.

Poor little Miss Maiden Canada, she certainly has my sympathy. How any young lady can keep up those pleasant spirits for many

COWAN'S
Perfection
COCOA

It's what's inside the cup that counts.

months now without a bite to eat or a drop to drink is more than I can comprehend.

Poor little slim-shanks, how she would be benefited by just one cup of delicious cocoa. Fiddling around forever with empty cups and giant spoons must be tantalizing to a hungry girl. Why not a little nourishment now and then? If it would help Miss Canada, I'm sure the public would speedily catch and utilize the suggestion. It might also avoid the natural advertising death that is sure to follow this prolonged abstinence.

* * *

If you too, gentle reader, have received certain protections by certain publications, you will appreciate the feelings of other advertisers who awoke one fine morning to find themselves—or their advertisements—in the company of such an entertaining companion as the full-page advertisement at the foot of this page. We can understand the temptation of the monetary gain, but we fail to understand the motives that led to jeopardizing the publication's acknowledged reputation for cleanliness.

This question of objectional patent medicine ads will be settled only when publishers get together, not to put patent medicine manufacturers out of business but insist on a more considerate tone in their advertising.

FREE TO SUFFERERS OF CATARRH
I Want Every Catarrh Sufferer to Know How I Cured Myself of Catarrh
I Was a Sufferer From Catarrh for Many Years, Now I Am a Well Man
I Want to Place in the Hands of Every Catarrh Sufferer FREE the Secret of How I Cured Myself of This Offensive Disease
Oh! the Joy of Being Freed of This Filthy, Disgusting and Offensive Disease!
Conquer Catarrh Before It Conquers You
Hawking, Spitting, Coughing and Foul Breath Due to Catarrh are Disgusting to All
Sam Katz a Own Story
SAM KATZ
FREE COUPON

No matter how much imagination you put into your copy, have a bottom of truth in it.

RAISING AN ARMY BY ADVERTISING

A Sketch of the Man who Managed the Publicity Campaign

IT has been acknowledged that one reason for the signal success of the recruiting campaign in England was the thoroughness and skill of the advertising. Percy Waxman contributes a sketch to the *American* of the man who planned and carried out the advertising campaign.

In the fall of 1913 Colonel Seeley then Secretary for State for War in Great Britain, was playing golf one day with an old friend, one Hedley Francis Le Bas. At that time the army needed about seven thousand men and was having a hard time getting them. Colonel Seeley happened to mention it.

"Easiest thing in the world," said Mr. Le Bas.

"Well, I like that!" said Colonel Seeley. "What's your remedy?"

"Advertising."

"Bah! We *do* advertise, and a precious lot of good it does," retorted the colonel.

"Do you call what *you* do advertising?" queried Le Bas. "You print a government proclamation on a sheet about the size of an ordinary letter head. You stick it up in cow sheds and police stations alongside reward notices for murderers, and you expect prospective soldiers to be interested in your 6-point announcements. *I* don't call that advertising."

"Then what do you call advertising, may I ask?" said the colonel, by now very interested.

"I'd advertise for men in just the same way that I'd advertise for purchasers of tea, soap or tobacco. I'd make my 'ads' interesting. I'd make my readers want to enlist, I'd 'sell' them the army. I'd take full pages in the leading papers. I'd point out every good feature that the army possessed. I'd dwell on the sentimental side a good deal, and play up the patriotic service of the act. Then I'd have the readers send in for a free booklet giving a detailed account of every interesting feature of army life, foreign service, for instance, and so on. That's what I call advertising."

The War Office thereupon asked Mr. Le Bas to prepare plans along these lines. He did so, and was given an appropriation of twenty thousand dollars to foot the bills. His "copy" did the trick at only 57 per cent. of the former cost of raising recruits. And thereby hangs a tale. In August, 1914, when the present war broke out and men were wanted in millions, the War Office remembered its previous advertising experience and promptly sent for Hedley Francis Le Bas. He formed a committee of the leading ad-writers in England, and together they produced all the advertising that played such a large part in raising the British Army from an

expeditionary force of 125,000 to an army of 3,000,000.

Hedley Francis Le Bas is a genial gentleman of about fifty-five, an old army man himself, and the son of Captain Le Bas of Jersey. He is the founder and head of the Caxton Publishing Co. He is also a director of George Newnes, Ltd. and C. Arthur Pearson, Ltd., two of the largest magazine publishers in Great Britain.

———

SAYS ADVERTISING COULD END THE WAR

Frank Effinger made the statement before the Milwaukee Ad Club that the war in Europe could be ended by advertising.

"Such an assertion will be ridiculed of course," says Mr. Effinger, "but analyze the proposition closely, and you will see the possibility of such a thing.

"Before one advertises he must have something to sell that the people want. The thing to sell here is 'Peace'—it is something the people want. Tell them about it.

"It will cost millions. Study the field, learn who must be reached by the peace advertising and then put the big advertising brains of the country back of the movement to reach these people in the most effective way. When the campaign is done, and done properly, advertising will have ended the war and made peace universal."

OR MAYHAP PREVENTED IT

If only a portion of the cost of the European War had been put into well-directed publicity and advertising, according to J. B. Powell, in a statement to the *Lumberman*, the war need never have commenced.

If one-tenth of the cost of the European War had been put into well-directed publicity and advertising, to teach the people of the world that they were brother citizens of the world, instead of patriotic and partisan Germans, Frenchmen, Englishmen or Turks, the War would never have come.

When the ruler of a proud European nation steps from his dignity and presents his views to the neutrals of the world from the medium of the newspaper; when a Government like England's uses full-page newspaper advertisements to recruit armies; when the rulers of Germany, France and Russia send to America almost daily, reports of the conflict, how can any man doubt the possibilities of advertising.

———

LONDON STANDARD SUSPENDS

The London (Eng.) *Standard*, which, like a number of English newspapers, has felt the severe strain caused by the war, recently suspended publication.

London *Standard* was founded in 1827 to oppose Catholic emancipation. Its first editor, Stanley Lees Gifford, was the father of Lord Halsbury. Steps are being taken to preserve the copyright.

THE LESSON OF THE FRISCO FAIR

What a Reasonable Amount of Display Advertising Would Have Accomplished for the San Francisco Fair, and the Moral it Points to Every-Day Manufacturers and Advertising Managers

THE extent to which advertising possibilities often may be overlooked by committees or advertising managers is pointedly brought out by *Gumption* in a recent summary of what the promoters of the San Francisco Exposition might have accomplished through advertising.

Without advertising, the San Francisco Fair got about 17,000,000 admissions, of which a fifth were unpaid. People who study such things figure that another million people (or approximately another five million admissions) could have been secured by a reasonable amount of display advertising—costing $500,000.

Let's see. Another million visitors would have meant:

$2,500,000 more in admissions to the Fair:

$1,000,000 more for souvenirs, lunches at the Fair, rolling chair and Fagdl train fees, camera permits, etc.;

$15,000,000 more for hotels and boarding houses;

$500,000 more for street railway companies;

$50,000,000 more for the railroad, steamship and Pullman companies;

$10,000,000 more spent among home storekeepers by people who wanted to fix up their clothes a bit before starting west.

And other incidentals.

In other words, San Francisco manufactured the Fair, incurred all "overhead," went through all the motions, but failed to get the extra attendance which would have meant a big profit. You see, spending $500,000 more, it is thought, would have produced $79,000,000 more business—a 2 per cent selling cost. Of course, there is no way of checking up on these estimates, but even if $5,000,000 should have been spent instead of $500,000, why, even so, the Fair would have been under no extra manufacturing or operating expense to care for all this volume of extra business.

With such figures staring energetically at them, the next people to run a big fair will probably consider advertising as it should be done.

An unprecedented opportunity affords itself this year to exploit Canadian resorts and Rocky Mountain trips.

This year there will be no Frisco Fair. Europe is still more or less a closed port, and ocean travel unsafe.

Is it safe to attempt to figure how many Americans could be

induced to visit Canada and Canadian resorts this year, and the effect a reasonable amount of display advertising would have on many lines of business and trade as well as railways, steamboats and resorts?

Or take any branch of business. The science of advertising has not yet reached the stage where results can be predetermined months in advance, but any business will be benefited by an honest and thorough analysis of the effect of former business and advertising policies, providing future campaigns are built in the light of what these analyses disclose.

Sydney Wood, formerly reporter for the Toronto *World*, has joined the editorial staff fo the Maclean Publishing Co., Limited, Toronto.

* * *

Malcolm A. McLeod, editor of *Maritime Farmer*, Sussex, N.B., was recently married to Miss Marcia K. McWha.

* * *

The Winnipeg *Free Press* recently entertained its 500 carrier boys at a theatre party.

* * *

W. R. B. D'Esterre recently joined the Winnipeg *Free Press* advertising staff. He joined the advertising staff of Toronto *Daily Star* in 1902 and was with that paper eight years. In 1911 Mr. D'Esterre joined the advertising department Regina *Leader*, which position he held until about three years ago, when he left Regina to enter the newspaper field in Winnipeg.

* * *

The Calgary *Herald* issued a special convention number in connection with the recent meeting of the United Farmers of Alberta, in Calgary. An extra section was required for the special advertising section for this issue.

* * *

J. A. R. DeCotret of the editorial staff of *La Presse*, Montreal, recently died at the age of 46, leaving a widow and eight children.

Columbia
Batteries
Everywhere
Preferred
Tour from west coast to east coast—at every stop you find COLUMBIAS preferred for autos, engines, tractors, phones, lanterns, bells. And always for the same reason—they're full-powered, dependable; they cost no more but last longer.
Canadian National Carbon Co. Limited
99 Paton Rd., Toronto
Sure gripping Fahnestock spring-clip binding posts, no extra charge.
No. 6.
COLUMBIA
IGNITOR
DRY CELL
FOR
GENERAL IGNITION
CANADIAN
NATIONAL CARBON CO
TORONTO, ONT.

Striking Display in Small Space

CAMPAIGN RESULTING IN NEW CANADIAN ERA

Ingenious Newspaper and Magazine War Story from the Victoria Harbour (Ont.) Era.

WAR has been declared. The *Signal* has been flashed from *Goderich East* and *West* over the *Globe*.

The *Courier* carried the *News* to the *Lucknow Sentinel*, who immediately went on duty.

All the newspapers flocked around the *Blyth Standard*, W. H. Kerr sticking to his *Post*.

A grand *Review* was conducted by Colonel Hugh Clark.

Ripley Express-ed its admiration of the military genius of the *Scientific American*.

Martial music was furnished by *Harper's Weekly*.

The *Orange Sentinel* was warming itself over the *Catholic Register* who was ordered to relieve the *Lucknow Sentinel*, who had nothing to eat but *Tit-Bits* while on duty.

The *Farmers Advocate*d that supplies be secured from a *Canadian Farm*.

The battle was seen to commence through the *Walkerton Telescope* by the *Hensall Observer*.

The first line of defence was held by the *Sarnia Post* and ammunition was served from *Munsey's Magazine* as *Everybody's Magazine* was empty.

A sad accident occurred when the *Pioneer* was accidentally hit by a *Government Bullet*-in the eye.

Calgary got an *Eye Opener* and the *Missionary Outlook* now clearly saw the enemy, so an *Advance* was ordered from Wingham.

Onward was the *War Cry*.

A terrible battle now ensued in which the enemy were almost cut to pieces by the *Saturday Blade*.

They rallied, but were finally put to route by a terrific *Punch* from London.

The *Milverton Sun* went down and as the last *Sunbeams* faded *Saturday Night* came on.

The *Christian Guardian* leaned up against the *Saturday Evening Post* and kept watch over the field which was dark save for the light of the *Toronto* and *Goderich Stars*.

At last peaceful *Times* and a *New Era* dawned at Victoria Harbor and Port McNichol.

* * *

The editor is impatient to advance the suggestion that the machinery of the above exciting campaign would have operated more smoothly and swiftly to its desired end with a little *Economic Advertising*.

The offices of the Aylmer (Ont.) *Tribune* were damaged March 24th by water and smoke to the extent of $2,000, when fire from an overheated fireplace set ablaze the nearby Elgin Club.

MEN AND MEDIA

THE Ottawa *Free Press* recently published a "Patriotic Edition," all material for which (both news and advertising) was secured by the Women's Canadian Club of Ottawa. The edition consisted of twenty-eight pages and contained 44,163 lines of advertising, producing a revenue of $2,208.15. Sales receipts will most likely total $1,200.00.

Mrs. T. W. Crothers, wife of the Minister of Labor, was the guiding spirit of the venture, and took complete charge of the edition. Lady Borden, wife of the Prime Minister, was Red Cross editor, and Lady Foster, wife of the Minister of Trade and Commerce, was Parliamentary editor. Mrs. Madge Macbeth was editor-in-chief.

The advertising columns were in charge of Mrs. A. J. Freiman and Mrs. Nelson D. Porter, wife of the Mayor of Ottawa, organized the circulation department.

The edition was published under the approval of the Duke and Duchess of Connaught. All material for publication was supplied without charge, including the composition and printing, which were done by the mechanical department of the *Free Press* on overtime and donated to the Women's Club. The proceeds of the edition went to the Soldiers' Comforts Fund, for which the Women's Club has raised over $35,000.

Out of a male adult staff numbering about sixty, seventeen *Free Press* men have enlisted for overseas service.

* * *

The Winnipeg *Telegram* recently forfeited two of its ablest editors to the colors in Lieut. Kenneth Creighton, City Editor, and Lieut. A. E. H. Coo, Sporting Editor, who have assumed their duties in the 184th Regiment. This makes a total of 48 *Telegram* men in the ranks.

* * *

Geo. Wilson, who was killed in the Battle of Loos, was formerly of the Winnipeg *Free Press*.

* * *

Lieut-Col. Aiken, publisher of the Saskatoon *Phoenix*, has been placed in command of the 96th Overseas Battalion of Saskatoon.

* * *

Dr. Frank Stuart Reynolds, former proprietor and editor of the Nanaimo *Herald*, Ladysmith *Herald* and Vancouver *Daily Mirror*, recently died at the age of 63.

* * *

Irvin Johnson, Financial Editor Montreal *Herald*, recently joined Fletcher's Battery for overseas service.

* * *

J. A. Wesley has taken over the editorial management of the Walkerton, Ont., *Bruce Herald*, following the death of his father, the late editor, Wm. Wesley. The paper will now be conducted by

the latter's two sons, J. A. and S. R. Wesley. The firm name will remain as formerly—Wm. Wesley & Sons.

* * *

Owing to a misunderstanding of an editorial in the Edmonton *Bulletin*, the soldiers in Edmonton threatened to attack the newspaper offices. The manager, however, addressed the troops with an explanation which averted further trouble.

* * *

Vancouver *News-Advertiser* recently made arrangements with the Associated Press for a direct leased wire from Seattle to Washington.

* * *

Geo. S. Roberts, former Editor of *Canadian Baptist*, who died on January 12th, left an estate of $23,982.00, which will be divided among relatives after $1,000.00 has been turned over to the Ministerial Superannuation Board of the Baptist Convention of Ontario and Quebec.

* * *

Captain George Herbert Spillbury-Potter, formerly with the Vancouver *News-Advertiser*, and now with the 20th Royal Fusiliers, was recently married to Miss Margaret Stevenson.

* * *

Donald G. Cuthbert, private in the 2nd Battalion Black Watch, who fell in action January 21st, was formerly a member of the Toronto *Evening Telegram*.

* * *

Chicago *Advertising* has recently come out in new clothes. It was formerly issued in newspaper form, but now resembles pocket size magazine.

* * *

H. V. Tyrrell, for the past three years acting general manager of Maclean Publishing Co., Limited, Toronto, during the illness of H. T. Hunter, former general manager, was recently made general manager. Mr. Hunter has recently been elected vice-president.

* * *

John B. Kerr, formerly telegraph editor of Toronto *Daily News*, has accepted a position as cable editor with Toronto *Mail and Empire*.

* * *

R. R. DeLong has been appointed advertising manager of the *Cigar and Tobacco Journal* and the *Wine and Spirit Journal*, Toronto, trade publications issued by H. Gagnier, Limited.

* * *

Lou Marsh, the well known journalistic sportsman of the *Daily Star*, is among the men to receive a commission in the Sportmen's Battalion being formed in Toronto.

* * *

Bert Perry, well known as the Sporting Editor of the London *Advertiser*, has received a commission in the Sportsmen's Battalion now being mobolized. His place on the *Advertiser's* staff is being taken temporarily by Perdum Love.

* * *

H. C. Charlton, General Advertising Agent of the G. T. R. at

Montreal, gave an address to the Orillia Board of Trade on "Advertising." He dealt principally with the summer tourist trade, showing that its growth was due entirely to advertising and service. Mr. Charlton looks for a decided rush to the Highlands of Ontario this summer. The Americans have lots of money just now, and there is no Panama Exposition as a Mecca for them this summer. He promised to give Orillia district a prominent place in the G.T.R. summer advertising this year.

* * *

The Yarmouth *Times*, one of the leading semi-weekly papers of Nova Scotia, which was established by J. D. Ralston about 35 years ago, has been sold to a syndicate of Yarmouth citizens, who are applying for incorporation under the name of the Yarmouth *Times*, Limited. The capital will be $20,000.00 divided into 200 shares at $100.00 each. The company is securing power to act as advertising agency as well as publishers.

* * *

W. F. Bilger, advertising manager of Consolidated Rubber Co., Montreal, was recently banqueted at the National Club, Toronto, by a number of his friends.

* * *

J. G. Riordan, vice-president of Toronto *Mail and Empire*, recently died in his fifty-first year.

* * *

Lieut. G. G. Rooker of the 94th Battalion, Fort Francis detachment, up to the time of his enlistment advertising manager of Fort William *Times-Journal*, recently married Miss Gladys Boyes, also a former member of the *Times-Journal*. Before going to Fort William, Lieut. Rooker was western representative for Toronto *Globe* for a period of six years, with headquarters in Winnipeg.

* * *

Fred H. Glasby, for many years with the Associated Press in Boston, is now special writer for St. John, N.B., *Standard*.

* * *

The *Ontario*, Belleville, will in future refuse all liquor advertising.

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—our circulation?

It is practically all in Toronto—about 95% of it. The A.B.C. Audit Report (we'll be glad to send you a copy) shows a daily average circulation for the first six months of 1915 of 83,613 in Toronto alone. Last week it was 88,685 with 83,842 in Toronto. Our circulation in Toronto of regular complete editions is equal to that of any other two Toronto daily newspapers.

—what kind?

As to the quality of our circulation the Audit Bureau of Circulations in their audit of Toronto papers was able to report, as follows, only of THE TELEGRAM —no premiums; no contests; no canvassers; no clubbing offers; no sample copies or coupons; no noon or incomplete editions.

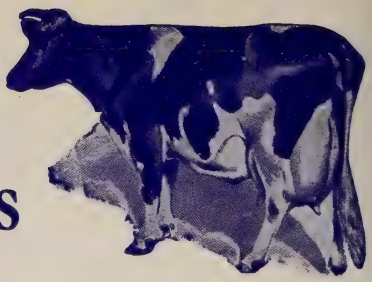
Any further information you require will be gladly forwarded to you

The Evening Telegram

(Member of A.B.C.)

TORONTO, CANADA

Backed By Yearly Records



Three years ago Henry Wilson of Oxford County kept a herd of 23 Holsteins. Wilson thought they were good ones and profitable ones too. But he never knew for sure. They looked fine and seemed to milk well.

Two years later the Dairy Instructor visited Wilson and persuaded him to put his herd on yearly test. Reluctantly and skeptically Wilson did so. To-day Wilson has only 15 of his original herd, and they are earning him more money. Eight had been "free boarders."

Big business firms are to-day exercising similar good care, also want record backing in selecting their farm mediums. Our shrewdest and largest space buyers who know agricultural conditions in Eastern Canada recognize that the dairy field is by far the richest market for their goods. The dairy farmer has enjoyed the greatest prosperity of any, both in production and increased prices—millions above previous years—and prospects are bright for even greater production in 1916. Is it any wonder then, that manufacturers are placing their strongest campaigns to cover this rich field.

Here are a few of the 102 big advertisers represented in our March 2 issue of FARM AND DAIRY. They cover practically every line of farm equipment.

D. Derbyshire & Co., (224 lines); Heard Spramotor Co., (100); Imperial Oil (machine oil) (1 page); W. A. Drummond Co., (pasteurizers) (168); Cross Fertilizing Co., (168); Canada Cement Co., (248); "Spearmint" (224); Frost & Wood Co., (plows, etc.) (308); De Laval (engines) (190); Kenneth McDonald (farm seeds) (200); Frost Wire Fence (496); Pratts Poultry Foods (140); Dominion Paint Works (140); Niagara Brand Spray Co., (198); Empire Water Systems (160); Loudens Stable Equipment (348); Sharples Separator Co. (336); Geo. Keith & Sons (seeds) (110); Massey-Harris Co., (208); Ford Motor Co., 1 page (672 ls.); Page Wire Fence Co., (496); Continental Publishing Co., (447); Peter Hamilton Co., (156); Mutual Life Assurance Co., (156); R. A. Lister Co., (silos) (504); Standard Tube and Fence Co., (1 page).

These are only a few of them. But it gives you a slight idea of the character and diversity of our big advertisers. Such firms realize that dairy farmers buy five to twenty-five per cent more equipment than the average farmer. Your campaign is not complete unless these dairy homes are included. And the two coming months are the heaviest buying ones of the year.

FARM AND DAIRY is as necessary to the dairy farmer as the trade journal to the merchant. It is the only farm paper that makes a specialty of reaching this great dairy field.

Concentrate on this Field with your 1916-17 Campaign.

Farm & Dairy

Stockwell Special Agency
Chicago and New York

A.B.C. Member

Rates and Full Information on Request.

Peterboro - Ontario

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 APRIL 1916 NO. 4

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A Virtue

It is one of the virtues of our service that we have no ready-made plan for the merchandising of your product.

We don't know yet just how you ought to advertise.

We don't know yet whether you should advertise at all.

But we know the surest way of finding out.

The striking progress of our successful clients proves this.

May we have the opportunity of showing you, too—without obligation, of course.

Norris-Patterson Limited

Advertising Agency

MAIL BLDG., TORONTO Phones Adelaide 2231 2232

"It's All in the Service"

Circulation Talks

High Quality **Great Quantity**

HAVE you figured the Canadian situation this way.

¶The circulation of EVERYWOMAN'S WORLD, over and above the guarantee given for the current low rate, equals the combined net paid-in-advance circulations of any two leading farm papers in Canada.

¶The circulation of EVERYWOMAN'S WORLD to full-price paid-in-advance yearly subscribers—not one so much as a day in arrears—equals the combined net paid-in-advance circulations of the next six leading Canadian magazines.

¶Present circulation of EVERYWOMAN'S WORLD is well in advance of 135,000 to net yearly subscribers fully paid up. We guarantee an *average* of 125,000 to be substantiated by A.B.C. audit (now pending).

¶Editions up to 150,000 monthly are now required. It has necessitated the most modern type of rotary magazine press to produce the edition on schedule—the first press of its kind to be used in Canada for this type of publication.

¶The present very low rate of 40c. a line for space in EVERYWOMAN'S WORLD is based on 81,387 (sworn) net paid-in-advance full-price yearly subscribers. This is less than half the combined rates you must pay to get as much elsewhere in Canada.

¶EVERYWOMAN'S WORLD stands out far in the lead. It has the *highest quality* of circulation possible to get *in Canada.*

¶Ask us for all of the facts visualized on charts and maps—or consult your agency.

CONTINENTAL PUBLISHING CO. LIMITED
TORONTO, ONTARIO

The Mastery of the Ways to *Do* Things is the Accomplishment that Counts for *Future* Work.

—*Van Dyke*

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, April, 1916 No. 4

STRAIGHT TALKS

WHO BLUNDERED HERE?

HARDLY a business man in Canada but appreciated the Government's willingness to spend a considerable sum to promote "Production and Thrift," but the appearance of the Government's campaign must have come as a dash of cold water on hopeful enthusiasm.

Perhaps too many of us were thinking of the effectiveness and business-like manner in which former Government campaigns have been presented, and building too high hopes on the influence and effect of this last effort.

ECONOMIC ADVERTISING is in receipt of a communication from one interested in the growth of resultful and efficient Canadian advertising, which it believes echoes the views and feelings of a large body of thinking men The communication in part follows:

"You, of course, have noticed the style of advertising the Government is using in its production campaign. This is Government money being expended for a patriotic purpose and, to secure the best results, that advertising should be made as efficient as it is possible to make it. Any intelligent person would at once pronounce this advertising the worst that has ever been put out. It is a waste of public money and a waste of the strategic opportunity which the Government is trying to seize upon. It is all brought about by the desire of the publishers to secure this business without paying any-

the farmer's plant

SCARCELY necessary, is it, to elaborate the idea that the modern farmer is a manufacturer and that his fields, buildings, dairy, stables, orchards, garden, poultry houses and bee-hives constitute a manufacturing plant?

Raw materials are sold in a manufactured state — as beef, pork, mutton, dressed poultry, eggs, butter, cream, milk; or as pedigreed stock.

Scarcely necessary, is it, to say that the best type of Canadian farms to-day are being equipped more and more with machines to produce finished products and to do the work of men?

But it is necessary to urge that the farmer is a business man; reads a business paper; is guided by its contents —those in its reading columns and in its advertising columns; and that he does his business with *advertisers*—those with whom he has been well acquainted and who are vouched for by the publishers of his favorite farm paper:

The Farmer's Magazine

IT *is* necessary to urge that the very best class of Canadian farmers—they and their wives, sons, daughters and servants—read *The Farmer's Magazine* and the majority of them no other farm paper. It *is* necessary to urge you, an advertiser, to be in *The Farmer's Magazine* regularly.

June Building Number

In June the emphasis will be placed on building and renovations, in both reading and advertising columns. Those advertisers who "cash in" on the reading contents of the June Number of *The Farmer's Magazine* and on the developed attention to the advertising columns, will have much compensation for money spent to find buyers.

Have space in the June number. Rates and sample copy on request.

The Maclean Publishing Co. Limited
143 University Avenue **Toronto**

thing for service in connection with preparation of efficient copy, and what is the result?

"The result is just as much a robbery of the public treasury in putting out useless advertising as any robbery that may have taken place on shell contracts. This copy is carried on just about the way many Government enterprises are—simply to satisfy appearances. This copy has been running without change, because nobody is making it a matter of pride or profession to see that the copy is what it should be.

"I think this matter should be taken hold of as a matter of policy and condemned. Unless the Government is going to engage the services of a competent advertising man, it should be placed through an agency, in which case, the newspapers would only be contributing their honest share in making the campaign really productive by each paying his proportionate commission. I think an official protest should be made against the inefficient copy which is being run. It will mean a black eye to all future Government advertising if this campaign is not straightened out and put into better shape."

It is possible to replace the money being wasted on this campaign, but the opportunity—not for another year. Canada and every Canadian needs the benefit of this promotional effort not next year, *but right now, in 1916.*

The motive that prompted the promoters to set aside public benefit for immediate personal profit is readily comprehensible. But what oversight allowed them to forget that the failure of this campaign may kill the goose that lays for them the golden egg?

It is up to the Government and Canadian Press Association to stop this wasteful advertising right now, and immediately employ the services of competent specialists who know how to spend the public's money in a way that will at least bring dollar for dollar.

WRITING THE PERFECT AD

THOSE inclined to belittle the importance of copy in the general scheme of a campaign will do well to consider the counsel of Flaubert to young Guy de Maupassant. Though Flaubert lived before the influence of advertising was recognized, his counsel is as valuable to advertising men to-day as it was to he who became the greatest master of the short story.

Says Flaubert: "Whatever may be the thing one wishes to say, there is only one phrase to express it, only one verb to animate it, and only one adjective to qualify it. One must seek, then, until one finds this phrase, this verb, and this adjective, and one must never be content with less, never have recourse to even happy frauds or clowneries of language, in order to avoid the difficulty."

What a difference to Canadian advertising if more were animated with the spirit of Flaubert?

SUNDAY WORLD
104,000

For Sunday, April 9th, 104,000 copies of The Sunday World were sold and distributed. For Sunday, April 2nd, 102,500, and for Sunday, March 26th, 103,000. This is a larger total circulation than that of any other paper published in the Province of Ontario—morning, evening or weekly—the nearest competitors being the cheaper and more hurriedly read one-cent papers.

THE A. B. C. AUDIT

shows the Daily and Sunday World to be strong in circulation in Toronto and the wealthy portion of the Province of Ontario in the immediate vicinity of Toronto. Advertisers can make a combination contract covering both papers and get their Sunday World advertising at the Daily World rate—absolutely the best advertising buy in the Canadian Field. For additional information ask your favorite agency or communicate with

THE TORONTO WORLD
TORONTO

AMERICAN AGENCIES URGE PUBLISHERS TO ADOPT FLAT RATE

In Newly Published Report, Investigation is Described and Strong Reasons Cited for Desirability of Uniform Rates

IN a report published April 15, the advertising agents of the United States went on record as favoring and recommending strongly the flat rate method of selling newspaper space. The committee on newspapers of the Association of New York Advertising Agents conducted an enquiry on the flat rate, and its report was adopted by the Association of New York Advertising Agents, by the Western Advertising Agents Association, by the Boston Advertising Agents Association, and by the Association of Philadelphia Advertising Agents.

The advertising agents feel themselves warranted in the belief that their action will tend to clear up many confusing practices on the part of newspapers. Not only will negotiations between advertisers and newspapers be made much easier, but it is thought the volume of newspaper advertising will be increased in marked fashion if the policies can be adopted by newspaper publishers generally.

The report has been given publication at this time in order that it may be made the basis for a thorough discussion by the American Newspaper Publishers Association which meets in New York April 26 and 27.

In describing the scope of the inquiry, the committee wishes it to be understood that the investigation was confined strictly to the flat rate as a principle or practice *per se*. It avoids "beclouding the issue by taking up the question of differences between local and foreign rates, classifications and large department store contracts." These, the committee reports, are matters for "future" consideration. The aim is frankly to bring about the abolition of time and space rebates or discounts, and the establishment of one price to all, large or small advertisers, whether they advertise or a day or every day in the year.

The movement took its start on October 7, 1915. Data were collected by the committee of the New York Agents from a list of 309 newspapers that, it is alleged, conduct their advertising business on the flat rate basis. Publishers were asked to give their reasons for adopting the flat rate, to give their experience and their present attitude toward the proposition. The report now published is a summary of the views, arguments and conclusions of the contributing publishers.

According to the report the general verdict was strongly in favor of the flat rate, only two publishers expressing dissatisfaction with it because of local conditions. It is evident from the correspondence that the flat rate has passed the stage of experiment, some

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton
Publishing Company, Limited

JAMES ACTON, PRESIDENT
and MANAGING DIRECTOR

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

BRANCH OFFICE
MONTREAL: 13 CORISTINE BLDG.

publishers claiming to have done business on that basis for twenty-five years, and a considerable number for ten or fi teen years.

The reasons for the adoption of the practice are given as follows: It simplifies the business and simplifies the work of the publisher and of the agent and of the advertiser. An immense amount of clerical work is eliminated to the economic advantage of all concerned. The work o the solicitor is simplified. He can devote his entire energies to setting forth the value of his newspaper to advertisers without complicating his argument by a mass of figures pertaining to time and space discounts.

Part of the report follows:

Elimination of Disputes:—Upon this point there is absolute unanimity of opinion. If there were no other advantages accruing from the flat rate method, this alone would seem to be sufficient reason for many publishers to make the change and adhere to it. The constant disputes and adjustments regarding short rating, with the attendant oss of business and of good will have, according to all accounts, rendered the lives of publishers miserable.

Minimizing Rate Cutting:—Another sore spot that publishers assert has been alleviated to an extent is the minimizing of rate cutting to which they have been forced to become parties by inability to collect short rates or for seemingly diplomatic reasons have acquiesced in reluctantly. In either case, an injustice is done to other patrons of the newspapers who either live up to their contracts, or, without quibbling, pay the short rates charged against them. Many publishers say that they are confident that many contracts are made by unscrupulous advertisers and agents who have no intention of fulfilling them and who are relying upon their ability to avoid paying short rates.

One Price Encourages Advertising:—There is abundant evidence in the correspondence received that the one-price system stimulates newspaper advertising. Under the slid ng scale the small advertiser feels that he labors under a disadvantage as compared with a large advertiser; that he who in time may become a big advertiser is handicapped at the start by the concessions granted to his older or more successful competitors. Cases are cited where under the one-price system small advertisers have increased their space and eventually become patrons of desirable magnitude.

Determining One Price:—Publishers differ as to the data used to fix the flat rate price. Some take the average gross revenue per line for a year as the basis. Others are content to take their old rate for 5,000 or 10,000-line contracts. The preferable method appears to be to ascertain the cost of advertising space per unit, either per line or per inch, and add thereto an amount warranted by circulation. This would seem to be the ideal way of fixing the cost to the purchaser.

EFFECTIVE ILLUSTRATIONS AND DESIGNS
PREPARED AND REPRODUCED BY—

STEWART & BROWNE
ADVERTISING ART ADEPTS

23 JORDAN ST. PHONE M. 2522
TORONTO ONT.

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

ECONOMIC ADVERTISING is the accepted vehicle of Canada's best Advertising and Selling BRAINS.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let ECONOMIC ADVERTISING talk to you — intimately — constructively — every month. Send your dollar through to-day.

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

EXCEPTIONAL VALUE FOR ADVERTISERS

When planning your campaigns to reach consumers in Hamilton make the first paper on your list

The Hamilton Spectator

It presents an opportunity to the manufacturer to get in direct touch with the women in 27,500 homes. It is the housewife's buying guide in its field.

RATES AT ALL AGENCIES

LARGE ADVERTISERS NOT WHOLESALERS: — The argument may be advanced that a large and continuous advertiser is a wholesaler. Viewed superficially this may seem to be true. The fact is that he is not a wholesale buyer of space, according to the ordinary or accepted usage of the word wholesaler, or according to practice in the mercantile field. A wholesaler of merchandise is accorded a lower rate than a retailer or ultimate distributor to the public, not only because he buys in large quantities, as does the large advertiser, but because he is under expense to resell, to distribute the products he purchases, to break bulk and rehandle and reship them; and, quite as important, he buys out right and takes all the chances of reselling and of payments. The large advertiser does nothing of the sort. He buys space no matter what the medium may be, for his own use or consumption. He does not divide it up or resell it. He uses it all for the advancement of his own business exactly as does the small advertiser. Because his business is large he needs large space. That space costs as much per unit as the smaller space that a smaller advertiser may use. Each pays the publisher what his business can afford to pay for expansion and development, and the publisher gets from each the pro rata profit to which he is justly entitled. He is helpful to both, each according to his means, and each receives, all things being equal, the benefit he should derive.

SIMPLIFYING ADVERTISING: — It has been stated, and we believe upon substantial grounds, that a large volume of advertising has, in recent years, been diverted from newspapers to periodicals because it is easier, simpler to do business with them than with newspapers, most of which adhere to the sliding scale. Moreover, the majority of advertisers and experienced agents feel that in dealing with the majority of periodicals they know what the bottom rate is. That is something no one can be absolutely certain of in the newspaper field with the almost daily certainty that someone will cajole or coerce a publisher into waiving a short rate. . . . The results of its inquiry have strengthened (the committee's) conviction that the one-price system is fairest to all concerned in the development of newspaper advertising; that it is decidedly conducive to the growth of newspaper advertising, and that it will advance and fortify the ethics of newspaper advertising.— *Printers' Ink.*

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying:—"I'll wait until harvest to sow my seed."—*The Caxton Magazine.*

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

TECHNIQUE IN ADVERTISING COPY

The Proper Use of Words—Adaptation to Reader—Exactness —Suggestion—Sound—Tone Color—Atmosphere—From "Advertising, Its Principles and Practices," Recently Published by Ronald Press, New York

RIGHT thinking is the most essential thing in writing advertising copy. The choice of method and the organization and construction have more to do with the success of an advertisement than matters of technique. Numerous cases can be cited, nevertheless, where two pieces of copy alike in conception and general construction, and used under similar conditions, differed fifty to one hundred per cent. in resultfulness. The differences were mainly in sentence structure and diction. Obviously, technique is important. In the smallest unit of all, the word, often lies the difference between an insipid communication and a vital appeal.

The smaller units of composition—especially the word and sentence—are best studied in revision. The writer should not give too much thought to them while in the throes of construction. If he does, he will hesitate and flounder and the result will be labored. He should have at his command a broad vocabulary and a thorough knowledge of the principles of effective sentence structure. When actually writing he should focus his attention upon his message and the person to whom he would transmit it. Afterwards, he can go over his work to see its errors and obscurities—to see where transposition would add force, where the change of a word would brighten up a dull passage. He can then revise it for greater effectiveness and incidentally gain power for his next attempt.

It is necessary here to give some principles of diction, sentence structure and paragraphing. They are much the same for copy as for other fields of composition, but have certain differences. Matters of technique, moreover, need to be reviewed constantly, even by experienced writers.

The word is the smallest unit of composition and should therefore be considered first, even though the sentence is more logically the unit of thought. The word is a symbol. It represents an image or conception, just as a sign in a signal code does. It is valueless except there be a community of understanding between the writer and reader. Unless a word represents the same thing to both of them, it cannot convey the message intended.

GOOD USE

The first requirement of words, therefore, is that they should be in good use. Good use is the acceptance of a word or expression by the majority of authorities. In the case of literary composition these authorities are writers and

For Profitable Publicity

Advertisers Should Use
the Columns of

The Saskatoon Phoenix

THIS paper circulates through a territory of 48,500 Square miles, touching over two hundred thriving towns and villages on over 2,200 miles of railway. The people of this district are this year prosperous to an extent unknown in the history of the West. The northern part of this province is thoroughly covered by The Saskatoon Phoenix. No advertising campaign is complete without the use of this paper.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

The Daily Average
Circulation of

THE EVENING RECORD

(WINDSOR)

for March was

9,844

Advertising Rates (Plate)

Under 1,000 lines	**-**	**3c. per line**
Over 1,000 lines	**-**	**2c. per line**
Over 5,000 lines	**-**	**1¾c. per line**
Over 10,000 lines	**-**	**1½c. per line**

John A. McKay, Publisher

BERLIN

(CANADA)

IS PROSPEROUS

Its many industries are busy; its commercial life is throbbing with healthful activity; its thousands of workers are earning good wages; its comfort-loving people are free spenders. Advertiser's message delivered into 3599 Berlin homes (A.B.C. Report) by the NEWS RECORD at one cent a line. Write the Advertising Manager.

THE

NEWS RECORD

Berlin, Canada

Or ask any good Advertising Agency.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

speakers whose position and reputation are unquestionable. In advertising copy the standard is somewhat broader. It includes the majority of the reading public. Good use is crystallized in the dictionary and in the text books on rhetoric. These, however, lag a little behind actual good use. The writer of literature is content to lag behind with them. The writer of advertisements, however, is entitled to more liberty and takes it. Sometimes he is in advance of the standard of good use; rarely is he behind it. If his words and phrases are understood and accepted as correct by the majority of readers they are good.

The ordinary requirements of good use are that a word should be present, national and reputable. Language continually changes. Words that were commonly accepted yesterday may be obsolete today; such as yclept, charger and yore. The copywriter must avoid these and even such words as smite, steed and aver. His language must be up-to-date; it must contain only words that the average man understands and uses. On the other hand, he must generally avoid slang—such words as cinch, con, dub, etc. Even though they are frequently used by the man of the street, they are limited to a temporary existence. Frequently the man who uses them holds them in contempt.

In the same way the writer of advertising copy should avoid French or other foreign words that have not been Anglicized, words that are vulgar corruptions of good English words, such as alright, orate, and pants. Naturally he must see that the words he uses are in the accepted sense. He must not confuse affect with effect, suspect with expect, accept with except, etc.

It may be felt that the advertisement writer has to work within narrow limits and that his ideas are likely to be cramped and confined. To a certain extent this is true. It should be remembered, however, that advertising is not primarily an educational pastime; it is judged by results. The reader must receive the message if he is to respond, and receive it without having his attention distracted by the medium. The words and sentences should be transparent. Most ideas can be conveyed by words that are neither too new or too old—English words of general acceptance throughout the country.

It is almost an axiom that words in advertising copy should be simple. They should come within the comprehension of the least intelligent and poorest educated of possible buyers. The advertisements in a newspaper should contain no word that might not be found in the reading columns. The simplest words are those we ordinarily call Anglo-Saxon words—the kind we have used since childhood. They should be given preference. Pretentiousness at any rate should be avoided. Emollient and detergent have little meaning to the average reader.

ADAPTATION TO THE READER

Although our language is more nearly national than that of almost any other country—largely because of national advertising—still there are sectional and class differences. The standard of good use in Boston is slightly different from that of Seattle or Galveston. Advertisements addressed only to limited groups may use language that is peculiar to that group. In fact, they should use it because it establishes a community of sympathy between the writer and the reader. It indicates that they stand on a level.

In writing advertisements that appeal to men only, such as advertisements for smoking tobacco, it is possible to use even slang that would be totally unsuitable for articles that appeal to both sexes. In advertisements to society women French expressions may sometimes be used. More important still, advertisements to business men, medical men, lawyers, engineers, farmers and to many other groups or persons who have a peculiar class lingo may be written in this peculiar lingo.

It may be set down here, however, that one of the great advances advertising is making today is in the adaptation of advertising language to readers. It is no longer necessary to insist upon the strict correctness that savors of pedantry. Every principle of word-use and sentence-structure must be considered in relation to this principle of adaptation. The writer of an advertisement can address his readers in almost the same language that he would use in talking to them in a conversation.

EXACTNESS

Words should not only be in good use and correctly used—considering adaptation to the readers—they should also be exact. If the writer means to assert, he should not intend or declare or claim or state or advise. He should know the fine distinction between these words and be sure that he has chosen the one that conveys his exact shade of meaning.

Generalities are to be avoided and specific words used instead. Words like best, highest grade, first-class, and the like have been used so extensively that they no longer have any definiteness of meaning. Words should show how the article is best. Nine times out of ten an advertisement that is weak and unconvincing would be greatly strengthened by submitting specific words for the glittering generalities.

Exactness is especially helped by concreteness of language. Concrete words carry a sense image. They hammer the idea into our minds by giving it to us in the same form our eyes or ears or fingers would perceive it. "Small boys are lugging off our wash suits in great spirits" is stronger than "Children are carrying off our wash suits." So instead of writing, "We have secured that pleasant smell which is peculiar to the violet," we write, "We have captured that sweet elusive odor that has made the violet universally beloved."

Figurative language frequently makes for even greater exactness. We say, "This furnace will not eat up your coal; it will cut your bills in half." Advertising men habitually talk in figures of speech. They talk of a copy with punch, with smash, and of copy that gets across. Figurative language is due not so much to a desire for exactness as to a desire for picturesqueness. It has to be used carefully. Figures of speech must be pleasant and close to the reader's experience. They must be natural, and they must not be mixed. When a writer says "Striking the keynote upon the first cost is another essential and is hitting the nail on the head when reaping a saving in your savings account," we feel that he has not seen any image himself. Figures of speech should not be strained. When a writer speaks of the motion of an automobile as like a caress, we feel that he has gone a little too far.

It may help in summing up these requirements for exact diction to see how a single idea is improved by being expressed in a specific rather than a general word, a concrete rather than an abstract one, a figurative rather than a literal one. Take the verb go. This s general. We make it specific by sayiug walk, run, or ride. It becomes concrete when we say stride, or shuffle or stumble. It becomes figurative in the Big Ben advertisement, which says, "These men swing down to their work," and in the automobile asvertisement, which says it "floats up the hill on high gear." The gain in power through these successive stages becomes apparent if you try to substitute the more general word go, in place of swing or float.

SUGGESTION

The distinction between words is not purely a matter of their exact meaning or denotation, but is largely a question of their suggestion or connotation. Every word has its meaning determined by the agreement of people. It also has its associations, which are peculiar to the individual and are determined largely by its sound, its degree of dignity, and the associations which have accompanied it in previous experience. Some words that mean literally what we intend them to mean should be avoided because of their unfortunate suggestion. Other words are strengthened by this element.

SOUND

The sound itself has an important effect. Many words originated in imitative sound. The writer of advertising should not make too careful an attempt to suit the sound of the words to the sense. He should, however, avoid words that do not sound right.

For our purposes there are two classes of sounds: liquid, free sounds; and harsh, closed sounds. The liquid sounds are those in which open vowels and such consonants as l, m, n, r predominate. They suggest speed and lightness. They enable the reader to pass quickly from one word to the next. They may be said to be oily.

Harsh sounds are those in which close vowels and such consonants as k, g, h, x, etc., predominate. They give the impression of strength and slowness. They may be said to supply friction, because they make a physical barrier to the reader's passage over the thought. They impress the words individually upon the reader's mind.

When we speak of "the most delicate chocolate that ever tickled a candy palate or watered a candy tongue" the phrase ripples along with the suggestion of daintiness that the thought requires. When we say, "The chords crash forth," we hear the thundering music of the piano. The writer need not take care to secure such harmonies of sound to sense, but he must be sure that he does not allow his liquid sounds to become too frequent when he is trying to drive home an important thought; and that he does not use too many harsh words when he wants his writing to be read quickly and easily.

TONE-COLOR

Words should have the right degree of dignity or tone-color. The various degrees of dignity may be compared to the colors of the spectrum in their effect upon the mind.

At one extreme is the vivid, figurative, emotional diction that corresponds with red. Such language we find in the following passage:

> "When Vance wrote 'The Brass Bowl,' he drew aside the curtain of night and turned the flashlight of his story-telling power into a woman's heart. When the reading public opened 'The Black Bag,' they saw in its depths the source of cupidity. Those who took the lid off 'The Bandbox' found the story of vanity, love of finery, hunger of jewels, and the intrigues born of deceit. It was a best seller."

It will be noted that the last sentence has a distinct change in tone to another level of language.

The next level is the vulgar or slangy language that is both vivid and colloquial. We frequently find it in tobacco advertising:

> "First of all—you buy a jimmy pipe. Get one that chums-up with your spirit right off the bat, natural like. Then lay a dime against a tidy red tin of Prince Albert tobacco that's all pleasing and fragrant and fresh. A match! —and you're off!
>
> "Get jimmy pipe joy'us quick as you can beat it up the pike to any store that sells tobacco. . ."

The third level is the cheerful or colloquial language, the conversation that is suitable to messages about some article of common use, such as an alarm clock or a razor. This corresponds to yellow. Big Ben copy almost always has it, as in the following example:

> "Wonderful memory that fellow Big Ben has—fact is for his age, the smartest thing alive.
>
> . . . . .

"In that room with a hurry-up straight five-minute ring—in that other room with ten short take-your-time gentle half minute hints."

Green is the color that combines light and cheerfulness with restraint. The language of every-day use corresponds with it. It contains no words that are not generally known and in common use. It is always safe—nearly always appropriate.

Beyond this is the level of restrained, dignified language that may suitably be used in the advertising of expensive and exclusive articles, such as high-priced writing paper, solid silverware and period furniture. Such an expression as "bespeaks refinement" is an example. This level should not be used except by a concern that can afford to stand aloof from the reader, for the language has the suggestion of withdrawal and aloofness that corresponds with blue.

Highest of all is the elevated and sonorous language of literature, rarely useful, but occasionally of tremendous power in presenting a subject that calls for vividness together with restraint. We find it in such an advertisement as—

"I am the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron and my fingers are of brass.

"I sing the songs of the world, the oratories of history, the symphonies of all time."

The important thing to be remembered in connection with these degrees of dignity is that when any one of them is adopted no words should creep in that violate it. The effect would be as bad as that of inharmonious colors. When the writer starts out with a vivid flash of red and then drops into the commonplaceness of "It was a best seller," he spoils his effect by the introduction of an inharmonious tone. The degree of dignity should also be in accord with that of the article advertised.

ATMOSPHERE

The last thing to be considered is the atmosphere of a word. This is a slightly different thing from its dignity and its sound. Its atmosphere is its suggestion of place, or mood, or point of view. Some words suggest the warmth and comfort of life, others the freedom and freshness of out-of-doors, others the quiet and peace of the family fireside.

When a department store speaks of "springtime kimonos like those musemes wear" we get a breath of the Orient. We do not know what "musemes" are, but that does not matter. Other words suggest the footlights, the cafe, the senate chamber, the office, or the factory.

When a breakfast food advertisement speaks of its "crisp granules combined with the most digestible of all fats, cream," it brings in an atmosphere that is not favorable to our early morning appetites.

We may allow this matter of atmosphere to rest with a discussion of the synonyms for the

word smell. Smell itself is ordinarily neutral—to many minds negative or unpleasant. It covers the whole broad field. Odor is more dignified, but still general. Fragrance suggests delicacy and the atmosphere of flowers grown in the fields or gardens. Scent suggests a heavy, powerful smell, perhaps of the Orient, perhaps of perfumes, perhaps of hot-house flowers—but certainly not the fragrance and delicacy of out-of-doors. Aroma suggests things to eat or drink or smoke, the kitchen or the dining-room, but not flowers of any kind.

To go deeply into the question of atmosphere of words would require a consideration of practically the whole field of language and psychology. There is no way to determine with positiveness the atmosphere our words will carry to our readers. We can however, make sure that the atmosphere shall not be negative or unpleasant and that it shall be close to the experience of the majority of our readers. If we do this we shall bring them into close touch with us and make a response more certain.

(*To be continued*)

J. F. MacKay, Manager of Toronto *Globe*, addressed the A.M. P.A. Convention recently held in New York. Mr. MacKay is chairman of the Advertising Bureau Committee of that Association.

C.P.A. MEETS JUNE 1st

Toronto Again Selected—Excursion Up the Lakes Follows Meeting

AT a meeting of the advisory committee of the Canadian Press Association, held on April 22, it was decided to hold the annual meeting of the Association on June 1 and 2. Sessions will be held in the assembly rooms of the New Technical School. The meeting days are Thursday and Friday.

The meeting will be followed by an excursion to Fort William and Port Arthur on one of the Great Lakes steamships of the Canadian Pacific Railway. The excursion party will leave Toronto by special train at 2 p.m. Saturday, embarking on the boat at Port McNichol on Saturday, and arriving at the Twin Cities at 9 a.m. Monday.

The return journey will be commenced at noon the following day, the party arriving at Toronto on Thursday. A stop of five hours will be made at the Canadian Soo on the return trip.

The details of the program for the annual meeting have not yet been arranged, but among other features in prospect is an "editorial night" on the first evening of the convention.

As in former years, there will be meetings of the various sections separately, as well as sessions of the general association. The sectional meetings have in the past proved so helpful that it is intended this year to spend even more time in this way than in the past.

NEXT TO READING MATTER

Getting Close to the Reader—Street Cars and Newspapers Compared—Timeliness and Intimacy of "Next to Reading," By Truman A. DeWeese, in "Keeping a Dollar at Work," published recently by the New York Post

"NEXT to reading matter!" Why does the advertiser want to get next to reading matter?

Because getting next to reading matter means "getting next" to the reader. Isn't that the purpose of advertising? An advertising director can spend a whole lot of money in publicity without getting next to the reader. Millions of dollars are wasted annually by advertising that is not next to reading matter and hence does not touch the reader at any point.

It is true that all kinds of publicity has a certain advertising value. The name of a patent medicine painted in white letters on the side of a barn in the country makes a few farmers who happen to pass that barn familiar with the name of that medicine. For an insignificant sum the farmer has permitted the fiend with the paint brush to disfigure his barn and thus prostitute a noble pastoral scene to the base uses of the dope-vendor. It has a certain value to the advertiser, but how much more valuable is a statement concerning the curative qualities of the dope, and what it has done for Susan Smith, printed "next to reading matter" in a newspaper! It marks the difference between publicity of an offensive kind and real advertising that grips the interest and attention of the reader.

The popular priced magazines are recognizing this by changing the form of their publications so that every advertisement will come next to reading matter. When an advertiser gets next to reading matter he not only gets "next" to the reader, but invests his advertisement with a certain "news interest" which is not possible in any other form of publicity. The advertisement is vitalized and visualized by the reading matter that surrounds it, or adjoins it, or faces it. There is no escape from this fact.

A correspondent recently wrote me this question: "What is your opinion of the comparative advertising value of newspapers and street cars?" I answered it with the following observations:

When I enter a street car I find that ninety-five per cent. of all the passengers have their noses buried in newspapers.

The street car has no fixed or definite audience.

The street car does not go into the home.

The street car was not constructed for advertising purposes, otherwise the seats would have been arranged so that the passengers could not avoid seeing the advertising cards.

The advertising card in the street car has no "news" value. It is not next to reading matter.

A careful study of these observations ought to answer the question without any extended discussion. Of course this does not mean that advertising in street cars has no value. It is cheap advertising and is probably worth to most advertisers all it costs. But the question raised by this correspondent concerns the comparative value of street cars and newspapers as advertising mediums.

"But an advertisement in a newspaper is not always next to reading matter," someone says. Isn't it? Look over your own home paper. Here is an advertisement, for instance, that occupies a whole page, excluding all ordinary reading matter; but in nearly every instance you will find reading matter on the opposite page. Isn't that "next" to reading matter? Even though an advertisement is not alongside of reading matter, there is generally reading matter on the same page—and this reading matter is the news of the day, or timely editorial comment on the news of the day. It is vibrant with intense popular interest. The news is devoured while it is fresh and timely, before the events of another day crowd it into the limbo of the past.

The advertisement in the newspaper partakes of the freshness and timeliness of the day's "news." It is read to-day. To-morrow a new message will appear. The newspaper not only vitalizes the advertisement with news interest, but puts the advertisement next to the reader—and it does it every day in the year.

"It's a shame," says McMahon, in Whyte's Class Magazine, "to see so much good money goin' to waste in th' back iv th' magazeens, accoomulatin' dust on th' shilves of Carnaygie libr'ies an' hospitals whin it might be accoomulatin' dividends for some wan's istate in th' columns iv a live publication. 'Tis not business, says I."

"What is it, thin?" says Hinnissey.

"It's friendship an' too much surplus," says McMahon. "It's this way, Hinnissey. Th' fellow wid th' big appropriayshun lives on th' Avenoo. Nixt dure lives th' magazeen publisher. Comin' down town on th' Fift' Avenoo cable, th' big appropriayter says to th' magazeen publisher:

" 'Sam, our surplus is gettin' onweeldy and if we increse th' dividinds they'll start an invistigashun. What wud yure riccommind?'

" 'A magazeen campaign, Jawn. That will remove th' swellin' almost to once.'

" 'But how about th' letters, Sam? 'Twud kape me busy sindin' out th' catalogs.'

" 'Never you mind about that, Jawn. That is where th' magazeens come in. We'll hide yure ad behin' sivinty pages of pure advertizemints and no wan will iver find it. An' on top iv that, Jawn, we'll lave off th' addriss,' "
—if you insist, but that's not necessary.

" 'Start it to once, Sam.' "

ENGRAVINGS AND ELECTROS GO UP IN PRICE

Heavy Advance in Price of Raw Materials Forces Engravers and Electrotypers to Increase Rates—Change Took Effect April 1st

IT is going to cost Canadian advertisers more to advertise in future. The war has so increased the cost of copper, metals and chemicals, it is impossible for engravers and electrotypers to do business at former prices.

A new scale of prices for engravings went into effect in Canada on April 1. In a general way the increase is one of 20 per cent. From the revised scale of charges issued by the Manufacturing Photo-Engravers of Canada, the following illustrative items are taken:

ENGRAVING CHARGES

	Per Sq. Inch	Minimum
Half-tone, Sq. Finish	$0.20	$ 2.75
Half-tone, Close Cut	.30	3.50
Half-tone, Vignetted	.35	4.50
Zincs	.10	1.00
Zinc, Half-tones	.15	2.00
Colour Plates—		
Duo-Tones	.60	8.00
Tri-Colors	1.25	45.00
Quadri-Colors	1.50	50.00

On the same date Canadian electrotyping and stereotyping companies put into force a new scale of prices for electrotypes. The justification is the advance in the prices of materials. Copper prices have advance 200 per cent., wax 500 per cent., metals 150 per cent., and chemicals 400 per cent.

The increase is greater on electros whose dimensions fall below 50 square inches. On electros of 50 square inches and over the old scale is approximated. For example:

ELECTROTYPING CHARGES

Electro Measuring	New Scale (Effective April 1, 1916)	Old Scale (Effective July 1, 1911)
1″ x 1″	$0.23	$0.25
2″ x 2″	.39	.30
3″ x 3″	.50	.40
4″ x 4″	.67	.55
5″ x 5″	.90	.75
6″ x 6″	1.19	1.10
7″ x 7″	1.54	1.50

In the new scale, quarter-inch measurements are taken into account and the exact cent charge is quoted. In the old scale half-inch measurement was the minimum for reckoning, and quotations were given in 5-cent and 10-cent amounts.

The electrotyping of magazine pages is likely to increase on account of the installation of rotary presses for magazine work. The charge for this class of work by some firms is 4 cents a square inch for quarter-inch curved and bevelled plates.

Little or no objection has been heard of as yet in regard to the change in prices, as it is generally conceded in advertising circles that the increase at this time is a fair one.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

ONE of the first requirements of a good advertisement is unity. Unity in the arrangement of the points of the copy. Unity of purpose in the copy and the illustration.

The R. & G. Corset ad suffers

The Corset that Conforms to the Costume
THE new gowns are snugger, trimmer, more figure-revealing than those of last season. They demand a corset that shall adequately support their new lines. In the latest models of the
R&G
RUSTLESS
CORSET
you have a corset designed upon harmonious lines to produce the new fashionable silhouette with its normal bust, its slender, pliant waist and its gracefully rounded hips.
Prices $1.00 to $5.00
On sale everywhere

from the lack of the life-giving quality of unity.

Beautiful in its component parts, yet illustration and copy were not intended for each other. Neither would lose much of its value if separated from the other.

Take the copy as a starting point and develop the rest of the ad from it.

Instead of showing a young lady in a ballroom or the hallway of an ancient French court, performing an unlikely act in unlikely garb, why not make it strengthen the copy?

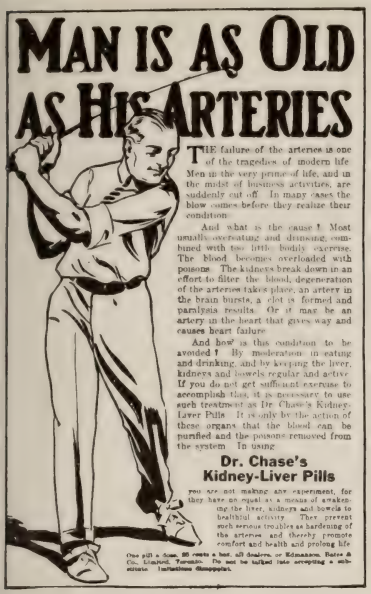
There is news, good news, in the copy. Why not create the desire for the new fashionable silhouette through pleasing pictures and show just how the R. & G. will permit the fastidious follower of fashion to wear with comfort the "new, snugger, trimmer, more figure-revealing gowns" of the present season?

Unity of purpose in copy and illustration would have made a most desire-creating and convincing advertisement.

* * *

The very pronounced opposition of general advertisers to having their advertising appear in proximity to patent medicine ads would die a natural death if more patent medicine manufacturers presented their messages in as pleasing and inoffensive a manner as that of Dr. Chase's Kidney-Liver Pills.

Instead of the usual repulsive and haggard looking wreck with one foot in the grave and the other "almost" there, we see a sound, healthy man in the prime of vigorous manhood, enjoying life to the full, and presumably kept so by


MAN IS AS OLD AS HIS ARTERIES
THE failure of the arteries is one of the tragedies of modern life. Men in the very prime of life, and in the midst of business activities, are suddenly cut off. In many cases the blow comes before they realize their condition.
And what is the cause? Most usually, overeating and drinking, combined with too little bodily exercise. The blood becomes overloaded with poisons. The kidneys break down in an effort to filter the blood, degeneration of the arteries takes place, an artery in the brain bursts, a clot is formed and paralysis results. Or it may be an artery in the heart that gives way and causes heart failure.
And how is this condition to be avoided? By moderation in eating and drinking, and by keeping the liver, kidneys and bowels regular and active. If you do not get sufficient exercise to accomplish this, it is necessary to use such treatment as Dr. Chase's Kidney-Liver Pills. It is only by the action of these organs that the blood can be purified and the poisons removed from the system. In using
Dr. Chase's Kidney-Liver Pills
you are not making any experiment, for they have an equal as a means of awakening the liver, kidneys and bowels to healthful activity. They prevent such serious troubles as hardening of the arteries and thereby promote comfort and health and prolong life.
One pill a dose, 25 cents a box, all dealers, or Edmanson, Bates & Co., Limited, Toronto. Do not be talked into accepting a substitute. Imitations disappoint.

the beneficial properties of the medicine advertised.

But a more striking difference is the conservative and considerate tone of the copy. Strength is added rather than lost by the use of dignified instead of repulsive, offensive copy.

It is to be hoped that the way Dr. Chase's advertising, and other well planned patent medicine advertising now appearing in the press, is being directed, will point the way to overcoming the differences between patent medicine manufacturers, publishers and general advertisers.

* * *

At last an underwear ad that really induces us to "think" underwear and "want" underwear. The Mercury ad is a praiseworthy achievement. An air of comfort, ease and freedom is deftly combined with a note of quality in this ad. By a well-balanced arrangement, plenty of argument and description has been included without cramping.

Just one suggestion, and that is for the use of a heading that would make a more direct connecting link between the prospective buyer and the article advertised. How about one such as this: "Feel the freedom and ease of this lightweight Mercury, etc." With very little further development, the picture would do the rest.

* * *

Can anyone explain which part of the Rowe ad it was intended one should look at and absorb first; the illustration at the top, the

"Mercury"
The Underwear of Quality
YOU can't beat it, Men. Mercury Athletic Underwear has THE QUALITY all the way from its long fibred cotton yarn to the perfect finish of the seams. Neat and shapely; latest style of closed crotch; last word in comfort. See it at your Gents' Furnishers.
Also see Mercury Balbriggans and Mercerized Cottons in two-piece or combinations. Knee and ankle lengths. Short and long sleeves.
In light weight wool, Mercury No. 1200 is recommended for Spring and early Fall. Made from highest grade wool yarns and finished equal to the best imported lines.
Canadians will be proud to wear such underwear.
Made in Canada
by Mercury Mills, Ltd.
Hamilton, Canada
Also Mercury Hosiery for Men and Women in Pure Silk, Artificial Silk, and Mercerized Lisle.
Mercury
Underwear

The annoyance and loss of a stocking that has become torn by the old-fashioned hose supporter can be avoided by using Rowe Hose supporters—they prevent tearing.
"Lock and Prevent Tearing"
ROWE HOSE SUPPORTERS
Patented
Women, Children, Men
Work on a New and Perfect Principle
The Rowe Supporter actually fastens with a new method which spreads the strain over the entire stocking. This will save your stockings.
25c.
50c.
At Your Dealer's
Also ask for them on your new corsets.
Rowe Hose Supporter Company of Canada, Limited
400 Richmond Street West
Toronto, Ont.
ROWE SUPPORTERS
LOCK AND PREVENT TEARING

nameplate, the sub-head below, the cuts at the side, the price or the trade mark at the bottom. The Critic has turned to the Rowe ads on numerous occasions but without the slightest inclination to read them, and largely because there is no single point of interest to centre his attention upon; no orderliness of arrangement to make the ad inviting.

There are some excellent selling points hidden away in the Rowe ad that would well bear bringing to light in a pointed and forceful way. Why not illustrate the waste of torn stockings and the precise manner in which the Rowe prevents it? Above all let the jumbled arrangement be avoided.

Nothing will create the desire for an article more quickly or with greater intensity than the feeling of discomfiture at lack of possession. When used advisedly no other plan of development can make a more convincing ad. The Hecla is such an advertisement. We can readily perceive the reader imagining himself the man pictured in the ad and having his affection and devotion for those at home pricked by the point of the first paragraph. The copy is well developed throughout and is of such a nature that a man whose interest has been aroused by the picture, heading and introduction, will willingly read through the whole of the ad.

If that fine little house were only warm!
If you could leave the house in the morning knowing that it was a warm, cheerful place for mother and the family to spend the day—couldn't you go about your work with a lighter heart?
Without making costly alterations to your house, without a large initial cost, and without much increase in your coal bill, you can have a Hecla Heating System in your present home.
Consider, now, that your old home can be made modern for anywhere from $90 to $150—surely a small investment in happiness and cheer for your family.
Buy Comfort Guaranteed
How little action on your part is needed to make the change from winter dreariness to winter cheerfulness! Hecla Furnaces are guaranteed to heat your home. We plan the heating system and take full responsibility for it. You may be sure of full satisfaction no matter what the style or plan of your house.
Save One Ton in Seven
Some fine Hecla features that you will surely want cannot be obtained in any other furnace.
Hecla owners save one ton of coal in seven, because the Hecla has a patented fire-pot with a triple heating surface. This is the famous STEEL-RIBBED fire-pot—the greatest angle coal-saving feature ever invented.
Mellow Air—No Gas, No Dust
No gas or dust can ever escape through the warm air registers. This we guarantee because the Hecla has FUSED JOINTS that can never leak.
Dryness that is found even with the most costly heating systems is guarded against in the Hecla. The moisture supply is so liberal that Hecla heating is as mellow as June air.
The Hecla can be checked down to hold the fire for hours without waste. The Hecla can be shaken down with four separate grate bars so that no live fire need come through with the ashes.
These points are daily money savers that make big economies in the course of the season.
HECLA
A CLARE BROS. Furnace
You will be interested to study the question of heating from the literature we supply. "Comfort and Health" is a very thorough booklet on the subject of heating. Copies will be sent free to any one who writes. If you would like to know now what it would cost to heat your home and mention the "Canadian Home Journal," we will be glad to figure it up for you free of charge. Writing will not obligate you to buy, and it will bring you promptly help in making your own plans for heating.
CLARE BROS. & CO., LIMITED
Preston, Ont.

PUTTING SALES PUNCH INTO PICTURES

Co-operation Needed Between Artist and Advertising Manager—Their Ideas Must Be Wedded Together—It is the Part of the Advertising Manager to Instil Selling Spirit Into Artist

ONE of the principal reasons why certain advertising illustrations fail to accomplish their mission is because the artists have worked without the direction and co-operation of a practical salesman. "I can't understand," said a young advertising manager, "why our last announcement didn't pull better results. The idea in the design is certainly clever. I employed the best artist I know of, and gave him a free hand—I assumed that he knew his business, and I didn't make a single change in his drawing."

"The fault is yours," said a more experienced friend. "Your artist is all right, but he is an artist—not a salesman. He has pictured your ideas wholly from the artistic standpoint—just as his academically acquired knowledge of perspective, proportion and color values dictated—a beautiful illustration, but without proper emphasis on the merchandising features. It was up to you to suggest and insist upon his strengthening these features, even at a sacrifice of the artistic."

It is a strange but true condition that not one artist in a thousand will put real sel ing force into an illustration, if left to his own devices. The old saying, "every man to his trade," does not apply to the production of commercial art. Nobody likes to "butt in" on another man s job, particularly when it contemplates criticism of as technical and professional a thing as Art; but experience has demonstrated that intelligent direction

"Fashion-Craft"
"In the Spring the young man's fancy lightly turns to thoughts of what to wear."
The wise man selects the best
Fashion-Craft Clothes
are the best made, we claim, but—the only way to prove it, is to buy a suit and be convinced. Prices vary—make and satisfaction always the same.
New Spring Models await your visit
"Fashion-Craft"
P. BELLINGER Limited
Toronto

What man would feel flattered to appear such as this?

of this kind is absolutely essential if best results are to be produced.

A manufacturer of a table delicacy gave a first-class artist *carte blanche* to execute a drawing of a child eating the food while a dog looked on with a "please give me some" expression. To create what

he considered interesting composition the artist made a side view of both child and dog. This arrangement placed the dish of food far in the background, where its small size made it scarcely dis-

Your Wife likes Good Chocolates
Between you and me, are you as careful to remember the after-dinner chocolates as you are to remember the after-dinner cigar?
Here's a suggestion —
Ganong's Chocolate Peppermints
10 CENTS A BOX
The handy size.
Also sold in 25 Cent Boxes.
At any store that sells good chocolates.

Concrete evidence of co-operation between artist and advertising manager—an ad that "sells."

cernible. To produce a harmonious background for the dark clothing of the child and the dark coat of the dog, a light tone was chosen, which made the dish of food even more indistinct. The general effect of both composition and coloring was good—it was a beautifully artistic picture, but it lacked the sales force and business punch that could have been given it by making the dish of food more prominent.

While these artistic tendencies should be recognized and provided for, there is no reason why the artist should be blamed or belittled. It might be considered a misfortune rather than a fault, and is readily excusable when one takes into consideration the training, the traditions and examples of the ambitious artist. The profession has and doubtless always will offer its greatest emoluments in the field of what is known as High Art. The artist's early training, work and aims are all directed along such lines. Often he is born and bred in his profession. Years of life at the student's easel bind him with their conventions and hem him with their precepts. Under the circumstances it is hardly natural to expect him to subserve temperament and training to the demands of commercialism. Unassisted, it is not reasonable to expect him to create magazine or newspaper designs which reach out from factory or store and grip buyers with a selling force strong enough to justify the purchase of space in high-priced mediums.

Artist and advertising manager must wed their ideas, interests and abilities to the end of more convincing illustrations. If the artist is inclined to think more of art than commercialism, it is the part of the advertising manager, or whoever attends to guiding the illustrations of a campaign, to "sell" him (literally) the product to be advertised, and firmly instil in his mind the selling sense and spirit as far as that product is concerned.

When this has been more generally achieved, we will find here in Canada a greater appreciation and larger use of advertising art and a higher regard and consideration for the commercial artist.

FARM PAPERS OF CANADA PROTEST GOVERNMENT FARM PUBLICATIONS

THE farm paper publishers of Canada, organized into an association at the 1915 meeting of Canadian Press Association, under the name of the Farm Papers of Canada, held last month their first official meeting since organization.

At the meeting of the Association the important business was the consideration of a protest to the Dominion Government concerning its two agricultural publications, *The Agricultural Gazette* and *Seasonable Hints*. The former began two years ago, the latter began four months ago. It is felt that these publications are menacing the interests of legitimate farm papers, and are expressive of a wrong conception of and attitude towards commercial farm papers. It is probable that a formal presentation of the views and objections of the Farm Papers of Canada will be made to the Minister of Agriculture in the near future.

In this connection it is to be noted that the Government of British Columbia has just begun the issue of a monthly farm publication, *The Agricultural Journal;* also that the *Journal of Agriculture*, Montreal, is in reality a Quebec Government publication, carrying much advertising, and very extensively distributed.

The matter of co-operative promotion work was also discussed, looking forward to immediate definite action in the direction of "selling" the farm press of Canada to non-users of this class of media, and to extend the volume of farm advertising.

The publications forming the Association are: *The Farmers' Advocate*, London and Winnipeg; *The Farm and Ranch Review*, Calgary; *Canadian Farm*, Toronto; *The Canadian Countryman*, Toronto; *The Farmers' Magazine*, Toronto; *The Weekly Sun*, Toronto; *Farm and Dairy*, Peterborough, and *The Maritime Farmer*, Sussex, N.B. One or two Western farm papers are likely to join the Association later on.

John Weld, of *The Farmers' Advocate*, is president; and George M. Bertram, of *The Canadian Farm*, is secretary.

SIMPLICITY

SIMPLICITY in advertising is often the key to success. "Iron beds $1.50 while they last," was the copy that sold over 100 beds in a single afternoon in a small city. "Wilson's—that's all" became nationally known and remembered. Why? Because the brief statement is grasped in its entirety by the reader, and stays with him, while the flowing sentences flutter away and are lost and forgotten like the summer breezes.

MEN AND MEDIA

ERNEST MILLING, formerly representing Maclean's Magazine in Montreal, is now in a similar capacity with *Saturday Night* in the same city.

* * *

Hal. B. Donly, editor of Simcoe *Reformer*, was recently appointed honorary colonel of the 133rd Battalion which he was active in helping to form.

* * *

Jas. A. Saylor is the nineteenth member of the Belleville *Ontario* staff to "take the shilling" since the beginning of the war. Mr. Saylor is connected with the 155th Battalion.

* * *

Lieut. C. W. Cavers, formerly editor of Toronto *Sunday World*, has been made Assistant Adjutant of the 104th Overseas Battalion, Sussex, N.B.

* * *

Three members of the Saskatoon, Sask., *Star*, have recently joined the colors for Overseas service. George Reid, Harold Smith and John Hare Wanstall.

* * *

Jerome V. Eberts, sporting editor Fort William *Times-Journal*, is the twenty-fifth member of that paper's staff to join the Canadian Army.

* * *

Changes have recently been made in the personnel of the editorial staff of Winnipeg *Telegram*, including the appointment of B. R. W. Deacon as assistant managing editor. Mr. Deacon was formerly managing editor of Montreal *Herald*, and is one of Canada's brightest newspaper men. Other additions to the staff include J. B. Fitzmaurice, artist and cartoonist, late of Montreal; R. W. Lipsett, financial and commercial editor, formerly of the Edmonton *Journal*; J. H. C. Gainfort, special writer, formerly with *Journal of Commerce*, Montreal; H. E. Morton, municipal representative, formerly with Montreal *Daily Mail;* Charles Dingman, formerly of Montreal *Star*, has been made editor of *Farmer's Weekly Telegram* with E. Ward Jones, formerly of the Manitoba Agricultural College, as assistant.

* * *

W. E. Morrison, formerly a partner in Jackson Printing Co., Winnipeg, has taken over the Lillooet, B.C., *Prospector*.

* * *

H. Cunningham Morris, formerly of the editorial staff of Kamloops *Standard*, has been appointed Flight Commander and Instructor and recently left London in charge of an air squadron for Eastern service.

* * *

After May 1st, 1916, the Canadian branch of J. Walter Thompson Co. will be separated from the United States offices, who announce they will have no further interest, financial or otherwise, in the Canadian branch. Frank G. Smith, who has been associated with J.

Walter Thompson Co. for the past ten years and until the last few weeks was a director in the American corporation, has purchased the American stock interests of the Canadian company.

* * *

B. A. Trestrail has given up the active managership of the advertising of R. S. Williams Piano Co., Toronto. Although still retaining directorship of advertising Mr. Trestrail will associate himself with the piano department. The active managership of advertising will be taken over by Homer D. Kresge, for the past two years and a half in the agents' promotion department of the Crowell Publishing Company, and prior to that with the Curtis Publishing Company.

* * *

Fourteen of the staff of the Kingston *Standard* are wearing khaki.

* * *

Listowel *Banner* recently celebrated its golden anniversary, having been established fifty years ago.

* * *

A new Canadian monthly publication entitled *Colonial Commerce* has been issued by P. K. Devine, from the office of St. John, N.B., *Trade Review*. Within a short time it is expected *Colonial Commerce* will become a weekly publication.

* * *

Ernest S. Cowper, formerly of Toronto, has recently joined the Vancouver *Daily Province* as associate telegraph editor. Mr. Cowper was one of the victims of the Lusitania and is credited with the rescue of a little girl.

* * *

Frank Carrel proprietor of the Quebec *Telegraph*, recently married Miss Annie Maude Spiller.

* * *

Since war commenced seven members of the Vancouver *Province* have enlisted, three of whom have returned home wounded. Major Stuart D. Armour, formerly reporter with the *Province*, has left for his second trip overseas at the head of a detachment of the amous 67th, and will proceed directly to the firing line. Major Armour has a distinguished record. He left Vancouver as a lieutenant with the 72nd a year or more ago, having been drafted direct from a Cadet battalion as private, and made the successive promotions to Major before he was 21 years of age. He was wounded at Ypres and invalided home.

* * *

E. E. Lancaster recently purchased the Comber, Ont., *Star*.

* * *

Edward Farrer one of Canada's most celebrated journalists, succumbed to heart trouble April 27th at his home in Ottawa in his 66th year. When Mr. Farrer came to Canada in 1870 he joined the editorial staff of the *Telegraph* at Toronto. On the establishment of the *Mail*, two years later, he joined that paper in a similar capacity. In 1874 he went to Ireland as an immigration agent, and went to the New York *World* as foreign editor. From 1882 to

1884 he was editor-in-chief of the *Mail* and afterwards went to Winnipeg, where he conducted the *Times* and *Sun*. Subsequently he was on the editorial staff of the Toronto *Globe*, but retired from active newspaper work in 1892. After this he resided in Washington, but returned to Canada in 1905, and had since been a magazine writer and correspondent of the London *Economist*.

* * *

J. V. R. Lyman, Jr., advertising manager of the Winnipeg *Telegram*, has joined the staff of the *Public Ledger* in Philadelphia.

* * *

Five years of newspaper work preceded the recent appointment of James Lightbody, formerly city hall reporter for the Vancouver (B.C.) *Daily Province*, as publicity agent for the British Columbia Electric Railway Company. He started with the Winnipeg (Man.) *Tribune* and later worked on the Winnipeg *Telegram*.

In the spring of 1912 Mr. Lightbody moved to Nelson, B.C., but stayed there only for the summer, and August found him on the Vancouver *World*. For the last three years he covered city hall affairs for the *Province*. Mr. Lightbody was born in Edinburgh, Scotland, twenty-five years ago and came to Canada when a boy.

ADVERTISING SERVICE OFFICE FOR SALE—Located in busiest province of Canada; town of 13,000, with no competition in entire province. Splendidly equipped office in heart of business district, good accounts, 6 years' reputation for honesty and integrity, and a most favorable standing in the community. A good bargain for any advertising student or one who likes small town life. Address—Box 126, "Economic Advertising," Mail Building, Toronto.

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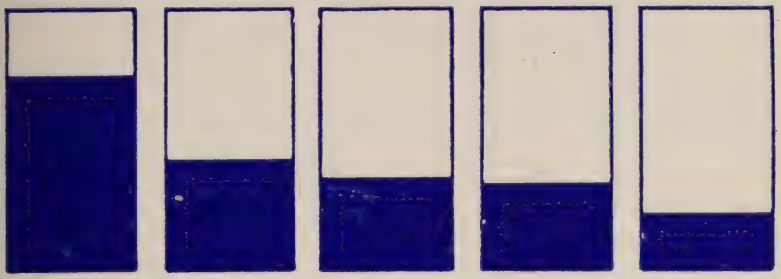
Toronto's Paper

—THE EVENING TELEGRAM



The Evening Telegram	The Toronto Daily Star	Mail and Empire	The Toronto World	The Globe
73.4%	40.3%	34.5%	32.5%	21.0%

The above diagrams represent the actual number of homes within the city limits proper of Toronto, and the superimposed black portion shows in each case the percentage of Toronto homes in which the paper indicated is received each day. Our percentages are figured from each newspaper's own audited statement of circulation, and the latest statement from the Assessment Commissioner of the City of Toronto. It will readily be seen how The Telegram covers Toronto homes and the tremendous lead it has in this field over other Toronto Newspapers.

COMPARATIVE STATEMENT

Papers	Home Circulation	Homes reached
THE EVENING TELEGRAM	63,510	73.4%
The Toronto Daily Star	34,843	40.3%
Mail and Empire	29,841	34.5%
Toronto World	28,162	32.5%
The Globe	18,228	21.0%

A FEW FACTS

The Telegram has, in addition, street and counter sales of regular complete editions, amounting to 20,103 daily, making a total city circulation of **83,613.**

The Telegram has never employed circulation canvassers; never offered premiums; never used coupons; never held contests, or in any manner forced an abnormal circulation growth.

The Telegram's circulation does not include noon or any other form of incomplete edition.

If you want Toronto's Business, Use Toronto's Paper

THE EVENING TELEGRAM

TORONTO, CANADA

FOLLOW THE RED

In the course of an investigation of the Quality of Canadian Farm subscribers, Ailsa Craig was selected by Mr. Simpson.

What do you think of the results?

Guelph, Ont., March 10th, 1916.

MESSRS. "CANADIAN FARM,"
Toronto, Ontario.

Dear Sirs,—

We herewith return to you list of your subscribers at Ailsa Craig, with the information given us by a friend of ours in that locality. We note with interest that all parties on the list are farmers and that all own their farms, and are probable purchasers of stable equipment.

Truly yours,

LOUDEN MACHINERY CO.
W. S. Simpson, Sales Mgr.

R. R. Cameron, Ailsa Craig, Ont.	The best farmer in our section. Owner of his farm. Breeder of Shorthorn cattle. Probable purchaser of stable equipment.
Arthur Lewis, Ailsa Craig, Ont.	Farmer and owner of his farm. Probable purchaser of stable equipment.
Renal McIntyre, Ailsa Craig, Ont.	Farmer and owner. Small stock. Probable purchaser of stable equipment.
P. McKellar, Ailsa Craig, Ont.	Farmer and owner. Small stock. Not likely to purchase stable equipment
Wm. Lee, R.R. 2, Ailsa Craig, Ont.	Good farmer and owner. Keeps large stock. Probable purchaser of equipment.
Linwood Crayon, R.R. 2, Ailsa Craig, Ont.	Good farmer and owner. Keeps large stock. Probable purchaser of equipment.
Lewis Roland, R.R. 3, Ailsa Craig, Ont.	Farmer and owner. No further information.
J. W. Young, R.R. 3. Ailsa Craig, Ont.	Farmer and owner. No further information.

If your product is only of interest to farmers, there will be no waste circulation in Canadian Farm, member A.B.C., Toronto.

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 — MAY 1916 — NO. 5

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SERVICE WITH A DIFFERENCE

MOST advertising agencies operate much along the same lines, but certain of them have a higher ideal than the mere preparation and placing of copy. It is

THE AIM OF NORRIS-PATTERSON ADVERTISING AGENCY

to serve a few clients exceptionally well rather than many indifferently. We accept only such business as we can conscientiously benefit and only as much as we can render just service. Our desire is to give our clients good advertising only, advertising that is the result of expert, specialized knowledge and experience. In other words, we aim to give the kind of service that through bringing more business to the advertiser will automatically bring more business to us. When would it be convenient to have us talk the matter over?

Norris-Patterson Limited

Advertising Agency

MAIL BLDG., TORONTO Phones Adelaide 2231 2232

"It's All in the Service"

Everywoman's World Covers Canada from Coast to Coast

Net Circulation 130,158

Applicant for Membership in A.B.C.

FROM Coast to Coast in Canada, EVERYWOMAN'S WORLD has a yearly subscriber in approximately one out of every ten English-speaking good homes. (One out of every 14 including French and Foreign).

The net paid-in-advance yearly subscription circulation of EVERYWOMAN'S WORLD is equal to the combined net paid circulation of any five other leading Canadian monthly magazines—all of which are good value at the rates they ask.

EVERYWOMAN'S WORLD has been proven on leading account after leading account, to be outstandingly the greatest merchandising medium in Canada.

Rate for space is always approximately one-half cent per line per thousand of net circulation. *Send for booklet "Values" giving detailed particulars and comparison; also send for charts visualizing comparative rates and circulation data on leading Canadian publications.*

Special low rate for July and August issues only, 40 cents a line, flat.

Automobile manufacturers have proven the great purchasing power of EVERYWOMAN'S WORLD subscribers. *If interested, send for results of automobile census.*

Service

The British Overseas, and the United States advertisers, and the Canadian advertisers, desiring service in connection with the merchandising and advertising of their goods in Canada, are invited to write for particulars regarding EVERYWOMAN'S WORLD Special Services.

These services include research, investigation and merchandising work, preparing of plans, art and copy, printing and mailing of literature, also handling of samples and all details linked up with successful selling in Canada.

For years this company and its subsidiary companies have been ranked amongst the largest investors in advertising in Canadian publications. *Our entire experience and our complete service are at your disposal*

Chas. C. Tipper

Vice-President and Advertising Director

CONTINENTAL PUBLISHING CO., LTD., TORONTO, Canada

Offices also in New York, Philadelphia, Chicago and in London, England.

Remember
the one
language
everyone
understands
is
PICTURES!

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, May, 1916 No. 5

STRAIGHT TALKS

WAS FINDLAY'S RESIGNATION JUSTIFIABLE

WHEN an important issue is up on the boards it is one thing to slide along on the opinion of the majority and quite another to stand firm in one's convictions even to the extent of withdrawal of office.

That advertising men may know that the committee which decided for the government their permanent policy in regard to the handling and placing of governmental advertising were at least not opinioned to a man, ECONOMIC ADVERTISING presents the following letter in reply to its request for an expression of opinion on the matter:—

"It has been my belief since the Government embarked upon commercial advertising that such advertising should be handled as nearly as possible in the same manner as private commercial advertising.

"It is well known that the Government up to this date has possessed no facilities for the preparation of advertising copy, whatever its facilities for placing business may be.

"The belief is held by many newspaper men that the Government, therefore, would have been well advised to have secured expert advertising assistance in the preparation of the Production and Thrift campaign, and it is gratifying to know that in every case which has come to my observation, publishers have expressed no objection to paying the ordinary agency commission for such work.

Just Out! Get Your Copy Now!

LYDIATT'S BOOK

"What's What in Canadian Advertising"

1916 Edition — THIRD SUCCESSFUL YEAR — $2.00 a Copy

As Indispensable to the Advertiser as a Time-Table is to the Traveller.
Desk Data of Every-day Usefulness

Over 100 pages statistics, maps, diagrams, that help solve selling problems—120 pages information about mediums, giving advertising rates, circulation, page and column sizes, closing dates, etc.—100 pages handy desk data about preparing copy, window displays, sampling, printing, proof-reading, display types, engravings, electrotypes, etc.

Only Book of its Kind in the World.

Not an agency directory, but a complete data book for advertising buyers, published solely in their interests—absolutely independent of any publication or advertising agency. Sold strictly on its merits. Provides a ready and accurate answer to nearly every question you can ask about advertising in Canada. Third year of publication—already used by more than 1,000 advertisers and agencies.

What Advertisers Say About It.

"After using it I realize what a handicap I would be under if I had to work without it."

"Extremely useful book—we have long needed something of this nature—you are to be congratulated on the thoroughness with which you have met our requirements."

"I find that it is used more frequently than any other book of reference in my work."

"You have condensed essential facts very effectively—all most reliable and dependable."

"I rely upon it as the most reliable and complete information I can get."

"We have used your book almost daily since it was first issued—have yet to discover an error."

"Hardly any advertiser or agency man in Canada who doesn't keep it handy for immediate reference. Have found information recorded absolutely reliable."

"Most comprehensive work of the kind that we know of. Contains a vast amount of information of immense value to advertisers."

Tells You

Advertising rates, local and out-of-town circulations, column sizes, etc., every daily newspaper.

Advertising rates, circulation, column sizes, closing dates, etc., all magazines, farm, religious, college, trade, technical and other class publications.

Out-door advertising data, showing number posters required each city, cost, etc.

Street car advertising, number of cars, cost, etc.

Theatre advertising, where available, cost, etc.

Window display, sampling, demonstrating, etc.—how handled.

Preparing copy to suit medium—selling power various kinds copy, etc.

How to order engravings, electros, stereos, etc., with costs and specimen half-tone screens, Ben Day tints, etc.

Type selection, specimens best display types, paper and envelope sizes, etc.—printing costs, number words per inch various sizes type, etc.

Postal rates, customs charges, trade mark and copyright regulations, etc.

100 pages Government statistics showing where people are, what they do and earn, values farm and manufactured products, imports, exports, number automobiles different cities, building activity, customs revenue, bank clearings, etc.

A handsome, flexible, leather-bound, gold-stamped book of 350 pages. Size, 3¼ x 6 inches. All data tabulated and indexed for easy reference.

Sent Postpaid on Receipt of the Price, $2.00. Money Back if Not Satisfied.

W. A. Lydiatt, Publisher, 53 Yonge St., Toronto

Descriptive Circular and Specimen Pages Free on Request

"I do not make any comment whatever on the character of the Production and Thrift advertisements. Those who are more competent than I am to criticize display advertising have already spoken.

"A suggestion also has been made that the Government itself should employ an expert man of experience to prepare and handle its commercial advertising campaigns. There are many reasons why such an appointment might be urged upon the Government by the Canadian Press Association.

"Differing with the majority of the Advertising Committee on the policy which should be followed on the above questions, and feeling that an unfair advantage had been taken of one of the agencies, which had worked on the Production and Thrift campaign before the Canadian Press Association was aware of it, and from which the C. P. A. actually received its first information concerning the campaign, I tendered my resignation as a member of that committee some time ago.

"Yours very truly,

"William Findlay."

In view of the result of the decision made at that time as evidenced in the character of the Government's recent campaign, was Findlay's resignation justifiable?

ON TO PHILADELPHIA !

JUNE 25th to 29th will mark a broadened outlook, a heightened enthusiasm and enlarging interest in advertising for some ten thousand advertising men the world over.

The four corners of the globe have their eyes on Philadelphia and the Ad Club Convention, and Philadelphia has its eyes on the four corners of the globe. Much will be expected of the Philadelphia ad-feast, but indications are Philadelphia will be abreast of the occasion.

Arrangements are nearing completion that will place the 1916 Convention above precedent from the standpoint of educational value as well as entertainment.

The educational programme will represent the best brains of the advertising world. The programme of entertainment will be unexcelled.

Don't let mere excuses prevent you from obtaining your full quota of the enthusiasm and benefit of the Ad Club's Convention. Get in touch with your nearest Ad Club right now for particulars, transportation and hotel accommodation.

ON TO PHILADELPHIA!

Your One Best Bet in Ontario

FOR months the circulation of The Toronto Sunday World has exceeded 100,000 copies, the largest of any paper in the Toronto field—morning, evening or weekly.

Exceptionally Strong in Toronto

MORE than seventy-five per cent. of this circulation is in Toronto and nearby points. For reaching the better class of Toronto homes The Sunday World is in a class by itself, for it gives quality as well as quantity in circulation.

Has Both Class and Quantity

THE Sunday World is a high-class five-cent paper that goes into the homes late on Saturday night, and is read on Sunday when every member of the household is in a receptive mood, with plenty of time and inclination for reading.

A Blind Man Can See This

ISN'T it reasonable to suppose that a five-cent paper with a larger circulation than any of its competitors will get better results than the one-cent papers with less circulation?

Take Your Choice of Sections

WITH The Sunday World you can run your announcement in the Illustrated Section, the Women's Section, the Automobile or Theatrical Section or the Latest News Section—the one spot where it is likely to do the most good.

A Postal Will Bring Particulars

IF you will send a postal to the Advertising Department of The Toronto World, Toronto, sample copies, A.B.C. Reports and full information will be mailed at once.

CAN ADVERTISING MATERIAL BE INVENTORIED?

Catalogues, Booklets, etc., Have no Intrinsic Value Except as They Reach Prospects—Not Fair to Burden the Future With Last Year's Left-Overs"

By A. A. Briggs, Advertising Manager, Dunlop Tire and Rubber Goods Co., Limited, Toronto, in Printer's Ink

PROBABLY a great number of advertising men have recently passed through that period of the year where they were face to face with the issue: "To Have or Not to Have an Inventory."

What is an advertising inventory? That is the question the ad man wants to have an unequivocal answer to.

"True," our friend in the advertising armchair remarks, "the cupboards and bins may be full of catalogues, and shelves stacked with booklets and what not, but these things are not ordered with the intention of keeping them on the premises; they belong 'outside'—to other people. And their span of life is decidedly indefinite."

"All right!" says the other fellow. "Entering the stock on hand from year to year in ever-reducing quantities will automatically give you a graduated charge against each year."

"But," replies the advertising man, "not one of these bundles of catalogues may be worth two cents by the 1st of March, though you would credit them for the whole year at fifteen thousand. The firm name, or the brands listed, may change—or a dozen other things may happen—which will immediately affect such a delicate thing as advertising printed matter, while not in the least affecting such rugged things as coal, iron, lumber, etc. And the printed matter which you consider 'lost,' or unworthy of a place in the proposed inventory because it is not on the premises, is probably worth ten times its original cost, because it sold something for the company by being on the other fellow's premises.

Then, as a further clincher to prove the futility of an advertising inventory, the ad man relates how it sometimes occurs that more money is spent on printed matter in December for the following year than is spent in the succeeding January for its own year. Yet December charges go through in December in order to close up the books. But the goods cannot rightfully be taken into an inventory, because they may be on the way to jobbers and dealers. To this, of course, the other fellow has no answer.

THE MATTER OF OUTSIDE SIGNS

The manager of the advertising department next proceeds to show

Three-Fold Service

Designing **Copy-Writing**

Printing

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

JAMES ACTON, PRESIDENT
and MANAGING DIRECTOR

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

BRANCH OFFICE
MONTREAL: 13 CORISTINE BLDG.

if the assertion is readily accepted that an inventory of advertising printed matter is meaningless and unwieldy, how much more readily will the assertion be accepted that outdoor advertising ought to be on the inventory, if there is going to be any tabulation of credits at all. He continues, "According to 'Hoyle,' you cannot take an inventory of goods which are not on the premises, or which are in stock to-day and on the fence to-morrow. Yet you know that the signs were paid for and put up; the work was done for a number of years' service. But it is not of the nature of coal in the bin or lumber in the yard, or raw materials in the cellar. You evidently do not realize this, my friend, for you have not considered the items under this head worthy of notice.

"If the inventory has any excuse at all for existence in advertising, the divided-charge scheme would more fairly apply to outdoor publicity than to any other phase of advertising. The course to follow here, however, seems to be the course which should be followed by every department head where advertising money is spent—the expenditure for a given year should be regarded as a charge pure and simple against that year. Any attempt to burden the following year with a portion of the charges will do neither year any good.

A DELUSION TO CONSIDER ADVERTISING MATERIAL AN ASSET

"Now, the fellow who proceeds to prepare an advertising inventory may put down an average price of $8 to cover re-touches and engravings, making a total under that head of, say, $10,000. Yet when he looks at items so listed and knows he is grinding out stuff and paying for it—and may never again use the old stuff — something must tell him he is busily engaged deceiving himself.

"There is not much in advertising work when it looks backward; that's identically what an advertising department does when it gets linked up to an inventory. The fallacy is created that errors or excesses in expenditures in the year gone by have been rectified by tagging the year just opened with a 'carry-over.'

"Advertising material is only valuable in its sales-creating possibilities. On the premises it is of fluctuating value. Therefore, advertising material cannot well come under the head of assets.

"I take it the trained ad man who finds a good stock on hand of a certain class of printed matter, or other advertising material, will simply utilize the money that would ordinarily come under that head for some other head, or put it in the reserve fund for emergencies during the year. More important to the ad man than the regular ending of a financial year, and the closing of the books, is the opening of a product season; the latter has to do with real live issues—is the very bedrock of the department's cause for existence.

"If an advertising department were to be run on the basis of burdening the year to come with excesses of expenditure in the

(*Continued on page 17*)

TO ADVERTISERS

YOU SHOULD PERMIT THE

Hamilton Herald

To carry your message to its thousands of exclusive readers in Hamilton and district

By its clean, broad, progressive policy the HERALD enjoys the solid support of the people, which guarantees its supremacy as an ADVERTISING MEDIUM.

Write for Rates

Herald Printing Company of Hamilton, Limited

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

TECHNIQUE IN ADVERTISING COPY

(Continued from April issue)

The Proper Structure of Advertising Copy—Sentence Unity —Sentence Coherence—Sentence Emphasis—Paragraphs— From "Advertising, Its Principles and Practices" recently published by Ronald Press, New York

SENTENCE UNITY

IN sentence structure, as in diction, usage is more important than rules. The writer's business is to impress his thought forcefully and with the greatest economy of the reader's attention. Grammatical rules are only useful because they provide a standard.

There are many idioms that cannot be justified by grammatical rules; yet it is not only safe to use them, but really wise, for they give force and vitality to expression. The writer should not hesitate to say "You had better" or "No one else can, either." These idioms convey his idea. "Nothing is superior to this" is another good idiom that means one thing in our language and quite a different thing in some foreign languages.

On the other hand, there are many grammatically correct constructions that sound awkward and pedantic because they are not commonly used in every day life. The following will serve as examples:

"Athletes must have sound teeth—the kind that is kept sound by Pebeco."

"Give this to whoever you think will like it."

Such constructions should be avoided, because they distract the reader from the thought to the medium in which the thought is conveyed. It would be better to use the following forms:

"Athletes must have sound teeth—the kind that are kept sound by Pebeco."

"Give this to whomever you think will like it."

These are grammatically incorrect, perhaps, but they sound right, and they have abundant sanction in the usage of the general public and even in that of many writers of reputation. The critics who delight in pointing out these "faults" in the work of prominent authors merely testify to their widespread acceptance—and hence their justification. For usage is the standard of language.

As an alternat ve to the use of a form that may be regarded as incorrect the writer can recast his sentence. For example:

"Athletes must have sound teeth—the teeth that are kept sound by Pebeco."

"Give this to anyone you think will like it."

In cases of doubt, this is the better practice. Under no circumstances should the writer use sentence forms that will draw attention to themselves and away

The newspaper with the lowest rates may easily be the dearest advertising medium. If the advertisement does not reach the consumer-buyer it is dear even as a gift.

In Berlin, Canada

The News Record commands the field in circulation, influence and confidence of the people—three essentials to profitable advertising. The News Record will be found every evening in 3,500 Berlin and Waterloo homes. The News Record motto is: "Service." Investigate!

The only daily between Calgary and Moose Jaw.

Medicine Hat, population about 10,000, centre of prosperous agricultural and industrial area.

City Circulation

2,200

A. B. C. AUDIT

Member Canadian Press Association

Rate Cards and other information on application.

Correspondence Solicited

The Medicine Hat News

A. J. N. Terrill, Editor and Manager

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.

229 Richmond St. W.

TORONTO

TELEPHONE AD. 16.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

from the message. Fortunately correct grammar is common enough so that it usually passes unnoticed. Incorrect structure is more ikely to be the cause of distraction. Because of the greater license allowed the writer of advertising copy and the general desire for brevity, it is easy to fall into the habit of writing fragmentary sentences—which are not really sentences, but mere groups of words A sentence must contain a complete idea. There is little justification for such pieces of copy as the following:

"All work hand - laundered. Prompt service. Quality is our motto. Fairest prices always. No charge for mending. Collars and cuffs our specialty. Satisfaction guaranteed. A trial will convince."

The use of a few more words to make these sentences grammatically complete would add greatly to their effectiveness. If space were not available for more words, it would be better to omit some of the ideas. There are cases in which sentences may be mutilated to get them in the space, but this should be the last thing done.

The principle of unity, as applied to the sentence, requires that it contain one main thought, with its closely modifying thoughts—and only one. Obviously a sentence that is incomplete grammatically cannot be a unit. Another frequent violation is the practice of taking a modifying idea from its main idea and giving it the dignity of a sentence.

More dangerous, and equally common, is the fault of writing several unrelated ideas in one sentence. Long, involved sentences of this kind are ineffective, because they tend to confuse the reader. Often he has to go over a sentence several times before he can grasp its meaning, and, naturally, he will turn aside in disgust.

In point of fact, most selling messages should be written in short sentences. If a hundred successful advertisements are chosen at random and analyzed it will be found that their sentences average not more than fifteen words in length. This length may safely be taken as a standard. Long sentences are sometimes necessary; occasionally they are advisable for the sake of dignity. In any case, however, they must be unified.

SENTENCE COHERENCE

Coherence in the sentence demands proper order, construction, and connection. The order should be the normal one, except when transpositions are desirable for the sake of emphasis. Modifiers should be as close as possible to the words they modify. Particular care should be taken to see that adverbial modifiers, such as *only*, are in their right places.

The construction of the sentence should be as simple as possible. In complex or compound sentences, the subject should not be changed unnecessarily, nor should the verb be changed from active to passive, from subjunctive to imperative, or in any other unnecessary way.

Wherever possible the parallel construction should be used. This

9,649

Was the Daily Average Circulation of

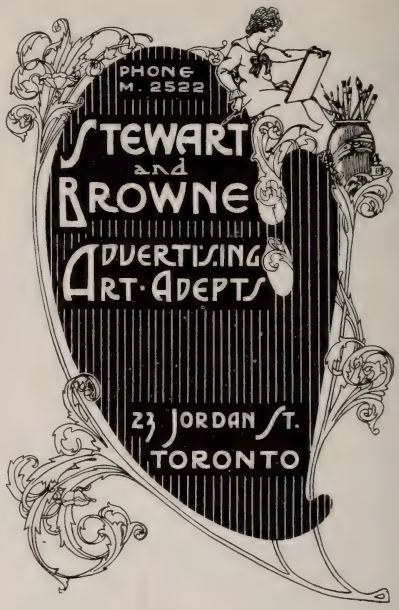
The
Evening Record
(Windsor)

for April

Advertising Rates (Plate)

Under 1,000 lines - 3c. per line
Over 1,000 lines - 2c. per line
Over 5,000 lines - 1¾c. per line
Over 10,000 lines - 1½c. per line

John A. McKay, Publisher



Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The
Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

ECONOMIC ADVERTISING is the accepted vehicle of Canada's best Advertising and Selling BRAINS.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let ECONOMIC ADVERTISING talk to you — intimately — constructively — every month. Send your dollar through to-day.

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

means that similar ideas should be cast in similar form. Correlatives always demand the parallel construction; thus if *now only* is followed by a verb, *but also* should be followed by a verb. A special form of parallel construction is found in the balanced sentence, which is a compound sentence cut exactly in half, with the two clauses similar in form, and either similar or contrasting in thought.

The balanced sentence is particularly useful in slogans, for it is easily remembered. The following are a few examples:

"We would build them better, but we can't; we could build them cheaper, but we won't."

"No time like the present; no present like the time."

"We couldn't improve the powder; so we improved the box."

Proper connection within the sentence demands that unequal ideas should not be co-ordinated. And is a loose connective at best; the writer should examine his compound sentences closely to see whether one main clause should not be subordinated to the other. He should also see that his subordinating connective expresses the right relation between the clauses. When and while are frequently misused for then and although. Pronouns must always refer to a definitely expressed, not an implied antecedent. This antecedent must be near enough the pronoun to be unmistakable.

Participles are a fruitful source of incoherence. A participial clause that begins a sentence must modify the subject of the sentence. "Divided up into sections, you can quickly refer to any part of this book," should read "Divided up into sections this book is convenient for quick reference." Or, better still, such a sentence should be recast, with a subordinating conjunction and a definite verb used in place of the participle. The absolute participle, "It being very cheap" should always be avoided, for it does not show the true relation between the idea it contains and the idea of the main clause.

SENTENCE EMPHASIS

The most important devices in securing emphasis in sentences are compression, repetition, suspense, and climax. As a rule the sentence should be as brief as it can be with full and exact expression of the thought. Verboseness is fatal to emphasis. Sometimes, however, the repetition of a word, if the important word, is helpful.

The following example illustrates:

"It is a glove of marked distinction—distinction in fit and style—distinction in quality and feel—distinction in all the little niceties of workmanship that are demanded by the particular woman."

The beginning and end of a sentence are its most important places and should be occupied by important words. Negative and unpleasant words should not be placed there. In the sentence, "Among so many investments it is hard to tell which would pay and which would lose," it would be

better to transpose the words lose and pay so as to end with the positive, pay. Connectives and parenthetical expressions should, if possible, be placed within the sentence.

Since the sentences on street car cards and posters ordinarily stand alone, it is especially important that they be constructed according to the principle of emphasis. One street car card reading, "The pages of history will record the great war just as the Evening Post to-day tells the story," failed to emphasize the important contrast between history and the present day and did emphasize the unfortunate word story. Revised according to the principle of emphasis it read: "History will tell the story of the great war just as the Evening Post tells it to-day."

The periodic sentence, because of the fact that its idea is incomplete until the end and it therefore holds the reader in suspense, is especially emphatic. Inversions of order and transpositions, if not used to excess, are likewise valuable. It must be remembered that not every sentence can be emphasized. The normal order should be followed unless there is good reason for change.

Climax is a most valuable means of emphasis. When three clauses of similar form are used together they make a strong impression. This is especially true if they follow Herd's principle of having the shortest first and the longest last. The principle of climax applies to words and phrases as well as clauses. Three is the best number; if more than this be used the form becomes monotonous and loses force.

PARAGRAPHS

A paragraph is a group of sentences that form a single step in the progress of the complete advertisement. Its construction is not entirely a matter of revision, because it can be planned in advance. However, it is frequently necessary in revision to change the paragraphing of the copy.

The paragraph was designed for the convenience of the reader. Its whole history shows this. In order to rest the eye and mind of the reader it is necessary that the black mass of type material should be broken up, and the most effective method of breaking it up is by means of white space. It naturally follows that the shorter the paragraphs are, the more attractive the copy will be to the eye. The whole tendency to-day is toward very short paragraphs.

The very short paragraph—especially the single sentence paragraph—is not suitable in all cases. It has great attention value and invites reading. It lacks dignity, however, and frequently lacks conviction. Used to excess, is is very tedious. Then, too, it is not suitable for subjects that require the persuasion of a few rather than the attention of many, or for subjects that must be kept free from any suggestion of cheapness and commonness.

Regardless of length, the paragraph should contain the whole of one phase of the message and only

one. The copy should be so divided that each paragraph marks a logical step forward in the progress of the thought conveyed. In other words, the paragraph should be unified.

The other structural principles apply to paragraphs. The sentences should be in logical order. They should have no unnecessary changes in construction or in point of view and should make free use of parallelism. They should be so closely connected in thought that few, if any, expressed connectives are needed. If connectives, or "word-bridges," are necessary to span the gap between ideas they should be exact, and unobstructive in position.

Emphasis in the paragraph demands that the important ideas be given the best positions and greatest proportion of space. This would apparently mean that the last sentence should contain the most important idea and be longest. In point of fact, however, many good paragraphs end with short sentences. Occupying this important position they have an effect like the crack of a whip.

It has not been possible in the limits of this chapter, even to touch upon all the principles that are useful in the construction and revision of paragraphs, sentences, and words. Only those of most value to the writer of advertising copy have been mentioned. For a more complete treatment of the subject the reader is referred to the Handbook of Business English by Hotchkiss and Kilduff.

CAN ADVERTISING MATERIAL BE INVENTORIED?

(*Continued from page 9*)

previous year, it would simply mean that most purchases would be made in the fall, which would be decidedly impolitic for many businesses. Thus, the following spring would get a heavy 'carry-over' of the materials purchased out of the previous year's appropriation, but credited back to that year in the inventory. And if, in the meantime, as happens with many companies, some radical changes take place in product designs or names—or in advertising phrases—the season when business would ordinarily be gone after with the best array of the printed word will be a season in which the advertising material is a make-shift.

"Advertising men who take hold and create advertising departments often find their first few years' expenditures are very steep, simply because printed matter issued by them should have been issued years previous to their coming on the job. If the latter had been done, it would have unconsciously affected the divided-charge idea. The claim might be made in such cases that the inventory is the natural weapon coming to the defence of the ad man. Such assistance is in reality a wooden horse, because it will follow the advertising manager through the years in ruthless repetition. And the close of each twelvemonth will see a turning to this lay figure for an imaginary outlet covering ups and downs in the record of administration."

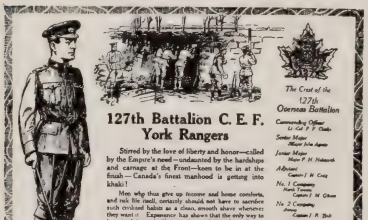
RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

OUT of a number of products that have made use of the patriotic appeal in their advertising the Gillette Safety Razor series is a distinguished example of how successfully it can be put across.

The suspicion that our feelings are being played upon through patriotic rousing because the product itself needed some such form of bolstering, is entirely absent. We are left with the feeling that the product is good, has been good and will be good when the possibilities of such an appeal are unavailable.

Notice how personal interest is localized in each ad by the introduction of a new battalion in course of recruiting. The crest of the battalion and the names and titles of the important officers give us something definite to think


The Crest of the 127th Overseas Battalion
127th Battalion C. E. F.
York Rangers
Stirred by the love of liberty and honor—called by the Empire's need—undaunted by the hardships and carnage at the Front—keen to be in at the finish—Canada's finest manhood is getting into khaki!
Men who thus give up income and home comforts, and risk life itself, certainly should not have to sacrifice such civilized habits as a clean, smooth shave wherever they want it. Experience has shown that the only way to be sure of this at the front is to have a Gillette Safety Razor.
Wherever there is soap and water, and five minutes to spare, the Gillette will give a real velvet shave. Take one to the Front yourself if you can—if you cannot go, see that your enlisted friend has a
Gillette Safety Razor

about. Instead of thinking of soldiers in general we are made to think of a certain group of soldiers in particular. It requires no great stretch of the imagination to realize the interested attention that would be developed immediately when a soldier or his friends

PICTURES of immodest gentlemen in their underclothes are a bit of a bore. They are only fragments of the artist's imagination anyway), so we'll cut out the pictures.
We'll be modest in our statements also. You will find that "Zimmerknit" Underwear is just as comfortable as any Underwear can be in the "Dog Days." Sometimes it would be more pleasant if we could dispense with clothes entirely; but as we cannot, the next best thing is "Zimmerknit." It comes in all light and medium weight fabrics.
There's a label on every garment.
VELVETRIB interlock—a new Zimmerknit fabric—will soon be on the market
TRADE MARK
HAMILTON ZIMMERKNIT CANADA
ONE of our fellows swore off swearing at New Year's. He quit for good. It cost him half a dollar to get dressed every morning when he wore a ten button Union Suit. Now he wears the One-Button Union and gets out with a nickle. It's tough on the help, though!
179 years if the button were not so conveniently placed in front! 40 cent more.
Hatch One Button Union Suits are made in Zimmerknit quality. That makes a pretty good combination.
TRADE MARK
HAMILTON ZIMMERKNIT UNDERWEAR CANADA

see his particular battalion mentioned.

This entirely aside from the stirring spirit of the copy and the appeal to any man of personal pride to possess a good and handy razor.

The thorough and thoughtful manner with which the Gillette series has been developed also suggests some of the possibilities overlooked in the current government campaign.

* * *

There is no getting away from the crispness of the Zimmerknit copy. The oddness of its style provokes admiration. But does it sell underwear?

The Zimmerknit people and

The Big Loaf
at the Little Price
We have always produced a loaf of bread as good as the best materials could make it. That is tantamount to saying that we bake the best bread possible, perhaps; but as to that, we leave it to the good judgment of the public. One thing is quite unchallengeable, and that is: We have always kept the price down as low as any baker could and still live. At the present price—12 Cents for a big Three Pound Loaf—we give the greatest value in the city. Try it
12
CENTS
Telephone Orders to College 321
George Lawrence, Baker—21-31 Carr Street

their dealers, of course, are the only ones who can answer that question with any degree of exactness. It seems to the Critic, however, that despite the pleasing personality of the copy there is very little solid fact behind the mask of attractive manner.

Perhaps one of these bright days an underwear advertising manager will disclose to advertising men the real secret of underwear copy. Whether the answer will prove the value of pretty talk, or good sound reasons why, remains to be seen. In the meantime most advertising men will hold to their belief in the virtue of solid fact and pointed description.

It is to be hoped the statement that pictures are a bit of a bore applies only to certain kinds of underwear advertising. Although the Critic has seen some very convincing underwear ads that obtained their force and strength almost entirely through illustrations.

* * *

The George Lawrence Bread ad is in sharp contradiction to the point made in the Zimmerknit copy, that pictures are a bore. The one responsible for the illustration in the bread ad knew what he was doing. He also knew the force of comparison as evidenced by the novel use of the two-foot rule. All the argument in the world couldn't be more convincing than this simple illustration. Just look at this picture once more and consider the possibilities your product possesses for the instant transmission of thought through well-thought-out illustrations, particularly if your advertising is to appear in newspapers.

* * *

The McCormick ad misses one of the big points in connection with soda cracker advertising in

McCormick's Sodas

JERSEY CREAM

So good that butter seems unnecessary.

Crackers and milk! "My goodness," you say, "it's a long time since I have enjoyed anything like that." But of course you remember how good it used to taste — the crisp, crackly bits of golden-brown biscuit floating in a bowl of sweet country milk. And it was nourishing. Children thrive and have always thrived on it, because it is a natural pure food.

What is good for wee folk will, as a rule, be found good for grown-ups, too.

The condition of scrupulous cleanliness under which these biscuits are baked corresponds in effect to the cleanliness of your home kitchen. 67

THE McCORMICK MANUFACTURING CO., LIMITED

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits

Shipping Chevrolets by the Trainload
Literally "by the Trainload"
THE CAR AND THE SERVICE
GREAT THOUGH THE CHEVROLET SMALL IS THE PRICE TO PAY
$675
F.O.B. Oshawa
CHEVROLET
CHEVROLET MOTOR COMPANY
OF CANADA Limited
FACTORY: OSHAWA
SALES OFFICE: TORONTO
Toronto Agents: McMullen & Lee, Corner Yonge and Grenville

Canada. When a product has the whole field to itself its advertising can well afford to deal only with the development of sales for its particular class of product. When, however, there happens to be competition, in the field, either manufacturing competition alone, or both manufacturing and advertising competition, the logical thing to do would be to concentrate the force of the advertising on the development of a deep-rooted preference for its own particular line.

This is where the McCormick ad falls short. It endeavours to develop a larger use of soda crackers in general, and although this point is useful, the main work of the McCormick advertising should be to develop a strong prejudice in favor of McCormick sodas. As it is there are other soda crackers on the Canadian market that would benefit almost as much as McCormick's through the present McCormick advertising.

* * *

The Chevrolet ad is a pretty good instance of what the advertising copy man can accomplish by keeping in close touch with the sales and manufacturing departments. One of the strongest forces the copy man can obtain for the advertising he develops is "news." Another is the tendency of public opinion and public preference. When he can combine both in an ad so well as in the Chevrolet he has clothed it in argument not only irresistible but beyond the reach and use of competition.

C. W. McDiarmid, formerly advertising manager of Ryrie Bros., Limited, Toronto, was recently appointed advertising manager of Toronto *Daily News*, succeeding E. L. McArthur, who has gone to Montreal.

* * *

The Brantford *Expositor* can now boast of 25 members of its staff in khaki. The latest to enlist are Ernest Heatley and Albert S. Brooker.

* * *

There is no road to success but through a clear, strong purpose. Nothing can take its place. A purpose underlies character, culture, position, attainment of every sort.—*G. T. Munger.*

ART AND ADVERTISING

An Address Recently Delivered by John Murray Gibbon, General Publicity Agent C.P.R., Montreal, before the Advertising Association of Chicago

ART, although a word of only three letters, may mean three thousand things to as many people. In recent years, since the birth of futurism, cubism, vorticism, synchronism, etc.—I say birth, although some would rather prefer to say abortion—the word Art has become still more difficult to define. Not so very long ago a friend of mine saw an exhibition of advanced art and was puzzled in particular by a picture consisting apparently of cirlces, ovals, squares, triangles, numerals and stars. Consulting the catalogue he found the title of this picture to read as follows: "Mingled feelings of a hundred per cent. efficient $25,000 salesman on being presented by his firm with a Ford car." It was evident fron this that Art had travelled a long way from the Old Masters.

The artist of to-day wishes to depict emotions and ideas. In this respect the futurist picture, to which I have referred, represents a parallel stage of art to the illustrated advertisement, for that also is the picture of an idea. Take, for instance, a C.M. & St. P. advertisement. This might be described in a catalogue as "Offer by a more or less electrified railroad to make the Pacific Coast a suburb of Chicago," or take a Santa Fe advertisement. The catalogue might describe this as "Endeavor of a trade mark to escape being commonplace."

The illustrated advertisement is undoubtedly the picture of an idea, but it differs from the futurist picture in this, that the very essense of its existence is to be readily understood. The advertising writer in vivid, terse phrases emphasizes the essential points of what he has to say and sell. So the illustrated advertisement tries to visualize what might take many words to explain. But it is not merely the expression of an emotion which may, in the case of some futurist artist, come from a mind suffering from delirium tremens or advanced neurosis, but is an idea expressed so vividly and clearly as to tempt the man who sees it to hand over a few dollars—otherwise it is so much space wasted.

The additional value that an artist can give to an advertising idea or announcement depends upon the skill of the artist, but the really skilful designer can add just as much value to an announcement as an artistic craftsman can give to any other form of raw material.

A few pieces of wood may be transformed by art into a Chippendale or Heppelwhite piece of furniture which is of intense market value. A few pieces of cloth may, in the hands of an artist like Poiret,

become a gown which otherwise irreproachable ladies will scratch each other's eyes out to secure at a bargain sale. When, therefore, you eliminate the skilled artist from your advertising, you are, so to speak, offering chunks of wood instead of Chippendales to your possible clients.

But there are artists and artists, and both advertiser and commercial artist may find scant sympathy at the hands of the Highbrow Artist. The attitude of this artist to advertising is that it is low. His own life may be spent in painting pictures for sale, but to design something which would enable someone else to sell something else is commercial art, and therefore unworthy. In this attitude of aloofness the Highbrow Artist is often absolutely sincere, but he does not realize that the artists who are of most service to the human race are not the artists who paint pictures merely to express their own emotions for the select few or for their own glory, but rather the artists who can transform our ordinary commonplace surroundings and associations into beautiful things.

We cannot call ourselves a civilized people merely because we have fine pictures in our museums and in the homes of our millionaires. We can call ourselves civilized only if the average home shows good architecture, harmonious decoration, and well designed furniture, if the average woman is tastefully dressed, if the average book is bound and printed so as to be a delight to handle, if the common things which form part of our daily life are pleasant to look at because of the charm that has been given them by artistic skill.

Three years ago I was travelling in Japan and at a book store connected with an European hotel made two purchases—one an American newspaper, the other a book by Lafcadio Hearn, in which the first chapter described the author's impressions of his first day in Yokohama. Lafcadio Hearn was sent by Harper's to describe Japan, and eventually became its chief interpreter to outside nations. The copy of the American newspaper had its front page loaded with sensational headlines on the subject of the Yellow Peril. As a specimen of typesetting and page composition there was only one description fitting—it was barbaric. That was the one purchase.

Now listen to what Lafcadio Hearn says in the first chapter of my other purchase: "It is with the delicious surprise of the first journey through Japanese streets that one first receives the real sensation of being in the Orient. There is some charm unutterable in the morning air, cool with the coolness of Japanese spring and win-waves from the snowy cone of Fuji; the jinrikisha, or kuruma, is the most cosy little vehicle imaginable; and the street vistas, as seen above the dancing white mushroom-shaped hat of my sandalled runner, have an allurement of which I fancy that I could never weary. Elfish everything seems; for everything as well as everybody is small, and queer,

and mysterious; the little houses under their blue roofs, the little shop fronts hung with blue, and the smiling little people in their blue costumes. Each building seems to have a fantastic prettiness of its own; nothing is exactly like anything else, and all is bewilderingly novel. But gradually the eye begins to recognize in a vague way some general plan in the construction of these low, light, queerly-gabled wooden houses. You begin to understand the common plan of the tiny shops, with their matted floors well raised above the street level, and the general perpendicular arrangement of sign-lettering, whether undulating on drapery or glimmering on gilded and lacquered signboards. You observe that the same rich, dark blue which dominates in popular costume rules also in shop draperies. And then you note also that the dresses of the laborers are lettered with the same wonderful lettering as the shop draperies. As they appear on the back of a workman's frock—pure white and on dark blue—and large enough to be easily read at a great distance (indicating some guild or company of which the wearer is a member or employee) they give to the poor, cheap garment a factitious appearance of splendor. And finally, while you are still puzzling over the mystery of things, there will come to you like a revelation the knowledge that most of the amazing picturesqueness of these streets is simply due to the profusion of Chinese and Japanese characters in white, black, blue or gold, decorating everything. Even the printed characters of Japanese or Chinese imported texts give no suggestion of the possible beauty of the same characters as modified for decorative inscriptions, for sculptural use, or for the commonest advertising purposes. No rigid convention fetters the fancy of the calligrapher or designer; each strives to make his characters more beautiful than the others; and generations upon generations of artists have been toiling from time immemorial with like emulation, so that through centuries and centuries of tireless effort and study, the primitive hieroglyph or ideaograph has been evolved into a thing of beauty indescribable. On the first day at least the Old alone is New for the stranger, and suffices to absorb his attention. It then appears to him that everything Japanese is delicate, exquisite, admirable—even a pair of common wooden chopsticks, in a paper bag with a little drawing on it; even a package of toothpicks of cherrywood, bound with a paper wrapper wonderfully lettered in three different colors; even the little sky-blue towel, with designs of flying sparrows on it, which the jinrikisha man uses to wipe his face. The bank bills, the commonest copper coins, are things of beauty. Even the piece of plaited colored string used by the shopkeeper in tying up your last purchase is a pretty curiosity. The shopkeeper never asks you to buy; but his wares are enchanted, and if you once begin buying you are lost. The largest steamer that crosses the Pacific could not con-

tain what you wish to purchase. For, although you may not, perhaps, confess the fact to yourself, what you really want to buy is not the contents of a shop; you want the shop and the shopkeeper, and the streets of shops with their draperies and their habitants, the whole city, and the bay, and the mountains begirdling it, and Fujiyama's white witchery overhanging it in the speckless sky."

From this vivid and accurate impression of a Japaneae city one realizes: 1st, that there is nothing too insignificant for an artist to make beautiful and that a civilization where every little thing is made beautiful has infinitely more charm than a civilization where the artist has only touched the high spots; 2nd, that advertising when artistically designed can dominate the life of a nation. If Lafcadio Hearn had realized beforehand that these decorative designs, these ideaographs marking the trades of the people, were mere advertisements, he might have written otherwise, for he also was something of a highbrow. But his ignorance saved him from prejudice and he welcomed the commercial artist to the ranks of the immortals. Now I do not think that the Japanese, who after all adopted most of their art from the Koreans and the Chinese, deliberately set out with philosophic intent to make their world beautiful. The Japanese workman added an artistic touch to help sell his wares. The habit of making things beautiful grew in a natural way and spread from one thing to another. But we can speed up our own progress by deliberately adopting such a philosophic plan. Buying and selling are too apt to be merely sordid activities. The artist with his fine drawings can add a touch of beauty to this buying and selling and lift it to a higher plane. It must give us additional incentive to think that when we produce and put out a well designed advertisement we are not only doing good business, but we are also helping to make our world more attractive. The commercial artist is not doing anything low. He is working for the good of the community.

If the Highbrow Artist were ever to unbend enough to design advertisements himself, he would realize that he has much to learn. He must master all the methods and possibilities of reproduction, should have practical knowledge of lithography, must be an expert on lettering. He must study the psychology of the man in the street, so that he can make his picture appeal directly and clearly to those at whom it is aimed. He must make himself familiar with all kinds of business, for the artist who does not know anything of the subject he illustrates is of little use to the advertiser.

So much for the Highbrow Artist. Now for another obstacle to artistic advertising—the Philistine. The Philistine either grudges the expense of a good artist or cannot distinguish good drawings from bad, or produces his advertisements in such a hurry that the artist has no time to do himself justice. The Mean Philistine

is first cousin to the Half-Educated Philistine, and when he does employ an artist, underpays someone who is already cheap and bad. Time and experience are the best cure for this fellow. Those of us who are engaged in railroad activities know that the railroad which uses poor drawings is ripe for the official receiver. By experience one finds that the high-priced advertising artist may cost less than the cheap, inefficient artist. The one may have the skill to design in two colors what another would design in four. The extra $50 to the skilled artist may save $500 in plates and printing. But, at the same time, do not judge an artist by the price he himself puts upon his work. Artists are not all angels, even those who design advertisements. There are fakers among them, and the Philistine in too much of a hurry to know an artistic faker when he sees one would find it pays him to engage an expert who does.

A third obstacle to fine art in newspaper advertising is due to the newspaper itself. This obstacle is not due to any deliberate intention to handicap artistic advertising, but exists because the art of page composition in a newspaper is still in its infancy. But, under existing circumstances, one may engage the best artist to design one's advertisement, only to find when it appears that it is killed by its neighbors. The newspapers of the present day are like the old-fashioned exhibitions of paintings where every available inch of spare on the walls right up to the ceiling was crowded with pictures. If any of you have been to the Royal Academy in London you will know what I mean when they say they have been "skied." The temptation to which the advertiser succumbs under such conditions is to have advertisements designed so as to kill everything else in sight and thus encourage a form of art which is loud and blatant. I have succumbed to this temptation myself, using violent blacks and whites which make everything else on the same page look pale and anaemic. Sometimes, of course, a paper like the Christian Science Monitor comes along and in its polite Christian Science way tells me to go to blazes, in other words it ben-days my blacks into a more harmonious gray. The remedy will come when some newspaper offers to the advertiser a page carefully designed with spaces sufficiently apart from each other as to allow each announcement its own individuality. A dainty framework might hold these spaces together and be designed in the same way as an illustrated feature page in a Sunday newspaper. Instead of using pictures of famous actresses or divorcees in this frame, use the well-designed announcement for which rates are charged on a remunerative scale. Until some scheme of this nature is evolved, the American newspaper is an inartistic production which by its very nature handicaps artistic advertising.

The most pronounced association of Art with Advertising is of course the Poster, which, from the

middle of the last century to the outbreak of the present war, went through a process of steady development until even the Highbrow Artist had to recognize it and museums began to hold poster exhibitions and make poster collections. In France and Germany the development was due largely to the facilites for display on street kiosks, which in Europe add a note of color sadly lacking in the American city. In Paris, life circulates so much on the boulevards that the kiosk and the hoarding are part of the life of the people. In England the greatest artistic development of the poster has been in connection with the display boards of the Underground Railway in London. For five months in the year London is practically bereft of sunshine and the general climatic conditions, together with an excellent railway service, make the Underground a means of transit popular with all classes. During the three or four minutes one may have to wait for trains, the poster advertises to good effect and as the Underground Railway management itself has persuaded first-rate artists, such as Frank Brangwyn, Joseph Pennell, A. S. Hartrick, and the like to design its own posters, a standard has been set which has had a very happy effect.

In the United States the most artistic development of poster art has been in connection with magazine and book covers, although the influence of Europe has occasionally lifted the travel poster out of the common rut. The magazine or jacket cover is its own advertisement and sings gaily from the bookstall or store window. The United States has an immense reading public and the circulation of a magazine or book is so much larger than in England that the publisher can afford to pay more for his designs and plates. Where there is so vast an output for an educated public there is a natural percentage of good art. The large American outdoor poster has not yet aroused my enthusiasm. These large spaces permit of great possibilities, but so many have the appearance of being filled by lithographer's hacks instead of accomplished artists that their appearance is somewhat depressing.

In theory these large posters are right, for they can catch the eye of those driving in automobiles along a broad avenue. But, if I may say so, their standard is now always up to automobile standard. The kiosk has not yet been tansplanted and the American subway is too nerve-racking for the pictorial poster to impress the memory. There is, however, one place for display which under proper control might result in considerable benefit to pictorial advertising, namely, on the elevator. I have often thought as I shot up to the fifteenth storey what an undeveloped field there was here, for a framework of well-designed showcards, if only to distract one's attention from the good-looking stenographers who don't get off till the thirteenth. The public elevators on some of the Underground Stations in London are used in this way effectively.

The catalogue, pamphlet or folder is a medium on which the advertiser of to-day employs the artist to advantage. This conveys a more lengthy statement of his case than the poster or average newspaper advertisement. In this form of advertising, just as in the magazine or book cover, the United States is ahead of Europe, and the directors of art museums who pay fancy prices for crude engravings by forgotten Dutchmen and omit to collect contemporary American advertising cover designs ought to be taken aside quietly and drowned. The effect that an attractive cover may have in securing business was illustrated in my own experience by a remarkable incident.

Some of you may remember, particularly those of you who are railroad or steamship men and have had anything to do with Europe, how four years ago the Canadian Pacific Railway obtained a concession from the Austrian Government to operate Canadian Pacific Observation Cars on the Austrian State Railways. The concession was part of a mutual advertising scheme, under which the Canadian Pacific reciprocated by advertising Austria to Canadians and Americans travelling to Europe on its system. This and other related schemes met with violent opposition from Herr Ballin of the Hamburg-America Line, who brought the influence of the Prussian Railways and the German War Office, and even the German War Lord, to bear on the Austrian Government to such effect that our Agent in Vienna, an American citizen named Samuel Altman, whose fertile brain evolved these schemes, was accused, among other things, of attempting to stir up a revolution, and shortly before the outbreak of the war, was for a time imprisoned.

You may not recollect these things, but when the real history of the events leading up to the present war are written, you will find what I say is true. The negotiations for a concession of this nature were naturally protracted, as the Austrians were like our friends from Missouri—they had to be shown. I suggested getting a cover design for an advertising folder on Austria which we would distribute here, and went to the best cover designers in London—a group of Canadian artists called the Carlton Studios.

Now you must remember that Vienna was an art centre eight hundred years ago and that Vienna has the finest printers in Europe and that the Austrian State Railways issue posters and advertising booklets second to none. I therefore got the best that London could produce and sent it with some misgivings to friend Altman. Time passed and there was no reply. I wrote and telegraphed to return the drawings so that we could get on with the publication. At last the answer came. The design had been shown to the Minister of Commerce. He had been so delighted that he had shown it to the Minister of Finance, who had shown it to the Crown Prince, who had shown it to the Emperor, Franz Joseph, who had been graci-

ously pleased to frame it and hang it on the walls of one of his Imperial and Royal Palaces. "Yes," I said, "but how can I reproduce a drawing that is hanging on the walls of his Imperial Royal Majesty's Palace?" "Don't worry," said Altman, "get another as like it as you can. That drawing has done the trick. The concession will go through. Now that the Austrian Ministers know that Franz Joseph thinks that our advertising is good enough, Herr Ballin and the Prussian Railways and the German war lord can go to the devil."

The concession did go through, and though these observation cars are now, I believe, doing service for the Red Cross, they were in service as tourist cars for a season and proved one of the most sensational advertisements for a foreign country in Europe that history has yet recorded.

So far, I have dealt with what Art can do for advertising. One should not, however, forget that Advertising has done and can do a great deal for art. Oriental rugs, silks and fine fabrics from Europe and the Far East, Mission, Chippendale and Sheraton furniture, artistic lighting fixtures, well designed jewelry, these and a thousand other things have been brought into our daily life by advertising, and the immense demand for wares showing artistic craftsmanship is, without doubt, due to the same sources. We have to thank advertising for the fact that on the Pacific Coast, the architecture of the Bungalow has replaced the architecture of the shack. In addition to the Graphic Arts the sister art of music owes a heavy debt of gratitude to those who have spent untold millions on the advertising of pianos, piano-players, victrolas and the like, and though photography is too often merely a mechanical process, there are few who would deny that the present day appreciation of the Graphic Arts is due in no small degree to the much advertised Kodak.

In conclusion, let me say, it is not sufficient to confine art merely to your advertising. Your advertising should have art because the love of harmony permeates your whole way of doing business. If I see a finely drawn advertisement, I like to think—"Well, that's a firm which does things in the right way. Its workshops are well designed and well lit, its employees are treated considerately, its business is done with care and forethought, its service is courteous, it is as pleasant to deal with as its announcements are pleasant to look at." The use of Art in advertising should not be thought of as a mere trick to catch attention, but should be and should strive to be recognized as a public expression of the method in which a fine firm is willing to do business.

ADVERTISED FOODS AND FOOD ADVERTISING

THE most correct method of increasing the consumption of tinned soup or any other form of canned or prepared food is by bringing to the attention of the public, by means of judicious advertising, first, the delectableness of the article in question; second, its cleanliness; and third, its convenience.

Before the days of the higher development of prepared food and of food advertising, the American public ate ill-cooked soups, greasy potatoes, and fried steaks—and dyspepsia was considered a national characteristic. The doctors scolded and raved in vain.

Then came the advertisers of foods, who drew roseate pictures of the palatable nature of their wares, and made people's mouths water for them. It does not pay nearly so well to scold people for their faults as to encourage them in their virtues. The result has been the great wave of food reform that has swept over the entire country.

Now, almost everything from soup to nuts is advertised in some new, better and more palatable shape than people have been accustomed to, and this food goes to the table of the consumer in more sanitary and more delectable form than ever before. The world owes much to the men who have given their best brains to the purity of foods and to the enlightenment of the public on the subject.

One of the most hopeful things to-day is the increasing respect for the human stomach—true respect, mark you; not flattery or indulgence, but regard for the stomach's place in the scheme of human economy.

Formerly, people gave thought to the daintiness, purity and wholesomeness of their foods chiefly when they were sick. But—Praise be to educational advertising!—they now make an intelligent study of their regular diet; and what they want is not so much food for invalids as food that will keep them from becoming invalids.

Considering the ratio of cost to efficiency, advertising is not an expensive method of selling goods, but it is apparent that when conducted on a national scale it means such a large investment of money that the necessity of having the quality of the goods back up the advertising constitutes a perfect guarantee to the consumer.

The pure food laws have done much to safeguard the health of the community, but it is evident that the requirements enforced by law will never measure up to the quality that the advertiser's own interest urges him to put into the foods that he prepares and advertises. The manufacturer knows that advertising turns a flood of light on his foods, his factory, his methods. He knows that his competitors will allow no flaw, no condemnatory fact to escape. The rigid observance of the highest standard of quality and purity is the only way to cope with scrutiny so penetrating and so persistent.

From the above, it becomes evident that the consumer derives the following advantages from buying advertised foods:

Quality. Assurance that the ingredients are the finest; that the methods of preparation are calculated to give the best results; that the skill employed in the preparation is the highest.

Purity. Assurance that every possible care is employed to guard food from contamination; that the factory and the factory hands vie with the arrangements of a well-managed kitchen in a private home; that the processes are scientific, up-to-date, and involve as little handling as possible.

Appetizingness. No one knows better than the producer of advertised foods that "the proof of the pudding is the eating of it." Pre-eminence among competing foods depends above all on the consumer's palate. Advertised foods must be tasty.

Convenience. The producer must aim constantly at the convenience of the housewife—convenience of package, preparation and serving.

The advertising of foods is one of the most interesting contributions to domestic science. Its effect on the well-being of the community is incalculably great. It has developed in directions that only a year or two ago would have been believed very unlikely, if not impossible, and it is sure to find new fields as time goes on.—*The Optimist.*

KILLING OFF ADVERTISING

KILLING off advertising is an art often practised unconsciously by really good newspapers whose publishers ought to know better. Few of us stop to analyze why successful newspapers at times shrink into the feeble, get-along-somehow class. This thought comes apropos to an all-too-common method of killing off good advertisers that seems to be little recognized. The error lies in overworking one line of customers. Let us say that the *Daily Bugle* has eight regular clothing advertisers, each of whom gets enough business from the 10,000 families who read the paper regularly, to satisfy him that his *Bugle* advertising pays. But Mr. Bugle man is not satisfied with this. By a course of persistent drumming, at large expense, he induces the other eight clothiers in his field to take large spaces in the paper, making sixteen clothiers all contending for the trade of the *Bugle's* readers, and standing pretty much where they would if none of them advertised. There is not enough business gained by any to pay his monthly advertising bills, and soon twelve of them drop out, with the firm conviction that *Bugle Advertising will not pay.* The final result is four good advertisers lost, and twelve local houses so spoiled that it may be years before any of them are again to be found in the paper's columns.—*Exchange.*

MEN AND MEDIA

THE Kent county papers have participated in a big advertising campaign for the 186th Battalion. Captain Angus of the 186th Battalion, "The Kents," who is in charge of the advertising campaign, was editor of Chatham *Planet* for ten years previous to going into khaki.

* * *

The campaign for cleaner advertising in Winnipeg, launched by the *Telegram* early in February, has already been productive of results. The investigation department of the *Telegram* found that a stock claimed to have a value of $72,000 was not worth more than $30,000. Also a "doctor" was driven out of town. These are but two of several investigations that had salutary effect.

* * *

Mr. E. J. Hoover, advertising manager of the Winnipeg *Weekly Free Press*, has been East on a business tour He is spending a few days in Toronto and brings with him an interesting message regarding Winnipeg and the West.

* * *

Frank Coburn, formerly advertising representative with MacLean Publishing Co., is now representing Toronto *Saturday Night*.

* * *

Co-operation in advertising for the mutual advantage of the cities of Vancouver, North Vancouver, the municipalities of South Vancouver, Point Grey, and Burnaby is a project under consideration at the present time in British Columbia, that all interested in advertising both here and in the West would like to see "put across."

* * *

The Toronto *Mail and Empire* announces that on Tuesday, May 30th, the publication of the *Weekly Mail and Empire* will be discontinued, owing to the increasing advantages of the rural free delivery system and the particular favor with which the regular Saturday edition is being received by the usual subscribers to the weekly edition.

* * *

H. H. Costain, lately of the Brantford *Courier* and Guelph *Mercury*, has joined the staff of Toronto *Mail and Empire*. He is a brother of T. B. Costain, Editor of *MacLean's Magazine*.

* * *

The Ottawa *Free Press* was instrumental in having the "Britain Prepared" series of films appear in Ottawa.

* * *

Miss Rosamond Boultbee, special correspondent of the Toronto *News* in the near East, was recently received by the Queen of Roumania. Miss Boultbee has been travelling in Russia for nearly nine months.

* * *

R. D. Warren is resigning his position as manager of the Standard Publishing Co., Toronto, pub-

lishers of *The Canadian Baptist*, after having held that position for 20 years. Mr. Warren was formerly proprietor of Georgetown, Ont., *Herald*.

* * *

Fred McLaughlin, formerly with the Standard Paint Co., Montreal, is now with MacLean Publishing Co., Limited, Toronto, representing *Hardware and Metal*, *Canadian Grocer*, *Men's Wear Review* and *Dry Goods Review* in Eastern Ontario.

* * *

Canada's opportunity and Canada's danger in the unique conditions brought about by the war, were presented by R. J. Younge, of Toronto, at a luncheon of the Montreal Publicity Association.

* * *

J. M. Gibbon, general publicity agent of the C.P.R., has been appointed chairman of the Canadian Advisory Board of the Audit Bureau of Circulations.

* * *

Paul Fitzpatrick, until recently manager of the Montreal branch of J. J. Gibbons Co., Limited, has been appointed sales and advertising manager of the Guarantee Securities Corporation, New York.

GOOD WILL IN ADVERTISING

THE type to appraise good will in advertising is the accountant, intellectual, scientific type, which goes out to find things as they are and doesn't care for anything but the truth.

This need for appraisal of good will is going to claim more and more attention from advertising and business men, and by giving it this we are going to do something for the advertising business that will place it at last on the same high plane that is occupied by the profession of law It will be the work of disinterested intellect, of science.

It presents an opportunity for a special service, for auditing concerns or independent investigations, just as the publisher does his special work, and the special representative and all specialized lines of industry.—*New York Adv. Club News.*

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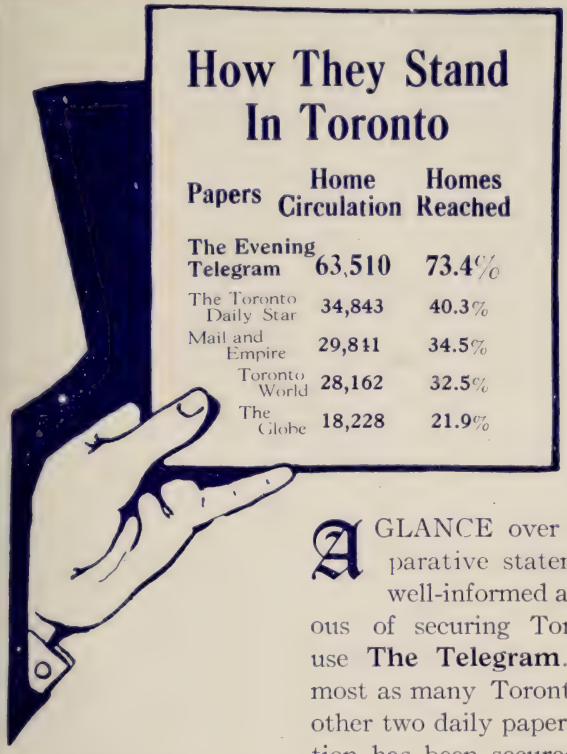


How They Stand In Toronto

Papers	Home Circulation	Homes Reached
The Evening Telegram	**63,510**	**73.4%**
The Toronto Daily Star	34,843	40.3%
Mail and Empire	29,841	34.5%
Toronto World	28,162	32.5%
The Globe	18,228	21.9%

These figures are taken from each paper's own audited statement of Toronto circulation (street sales deducted) and the percentages are figured from the latest statement from the Assessment Commissioner of the City of Toronto

A GLANCE over the above comparative statement shows why well-informed advertisers, desirous of securing Toronto's business, use **The Telegram**. It reaches almost as many Toronto people as any other two daily papers. This circulation has been secured entirely on its merits as a newspaper and without the use of canvassers, premiums, coupons, contests, clubbing offers, or other means to force abnormal circulation growth. Usually not less than 95% of the total circulation of **The Telegram** is in the city of Toronto.

THE TELEGRAM has in addition, street and counter sales of regular complete editions, amounting to 20,103 daily, making a total city circulation of **83,613**

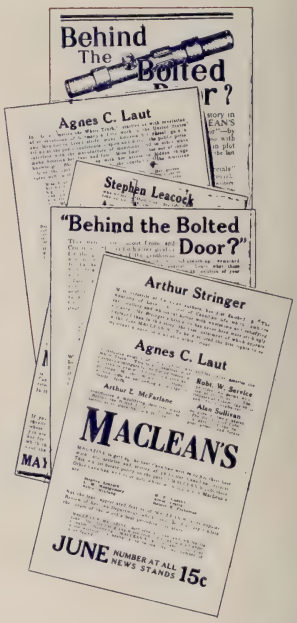
If You Want Toronto's Business Use Toronto's Paper

THE EVENING TELEGRAM
TORONTO, CANADA

MACLEAN'S MAGAZINE

On its Editorial side MACLEAN'S MAGAZINE tops all the Canadian magazines. Editorial quality and reader-appeal should go far with you as a space-buyer in choosing Mediums.

THIS should also interest you: MACLEAN'S is being advertised in upwards of a hundred and fifty daily and weekly newspapers all over Canada—the only Canadian magazine to take its own medicine. This advertising is promoting news-stand sales and creating popular favor for MACLEAN'S.



These Advertisements

shown on the right occupy from 200 to 300 line spaces in the 140 odd papers in which they are appearing. As a space-buyer this advertising campaign of MACLEAN'S should have your warm endorsement.

Get this: MACLEAN'S publishers are not sparing money either in editorial service or in publicity to put MACLEAN'S MAGAZINE first in the favor of the Canadian people. This liberal policy means a good advertising medium.

Consider this: Canadian advertisers *need* a strong national magazine of the for-the-whole-family type—a magazine acceptable to the very best class of our people. MACLEAN'S is supplying this need.

Membership in the A.B.C.

Application for membership in the A.B.C. has been made by the publishers of MACLEAN'S—fresh evidence of their purpose to make MACLEAN'S acceptable to advertisers, and to merit their complete confidence. As a space-buyer your favor should go to MACLEAN'S.

Just this word: July and August in Canada this year will be months of continued large buying. Let us tell you why—in a personal letter.

The Maclean Publishing Co. Limited

143 University Ave. - - - - - Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 JUNE 1916 NO. 6

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—and Now it's Waltham

AMONG the number of American advertisers developing the Canadian field, some of the largest will be found among our list of satisfied clients.

—and Now—it's Waltham

If your problem is to open up new ground or to add stimulus to present fields, we can render you the most practical advice and carry resultant plans to a successful issue

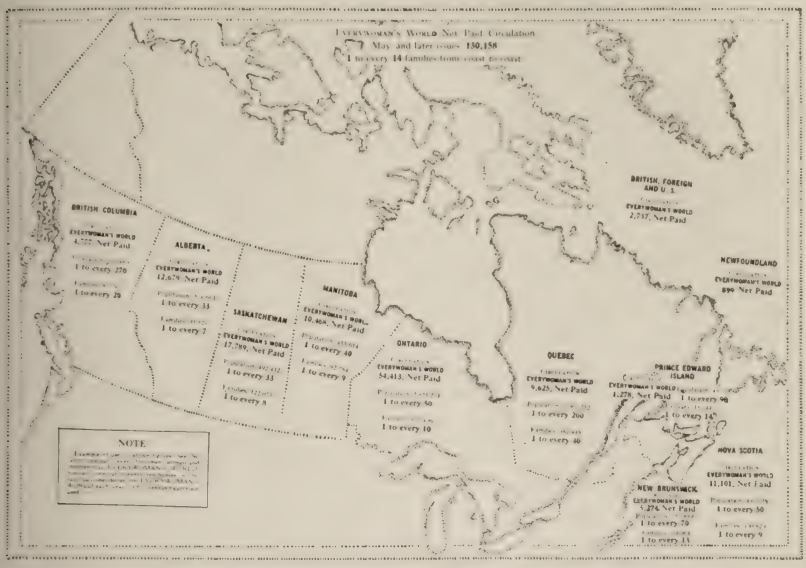
Norris - Patterson Limited

Advertising Agency

Mail Building, Toronto

Telephones Adelaide
2231-2232

"IT'S ALL IN THE SERVICE"



Everywoman's World Covers Canada from Coast to Coast

10%—A Comparison

LEADING national advertisers are realizing that EVERYWOMAN'S WORLD goes by yearly subscription directly into 10% of the English-speaking homes of Canada.

The Ladies' Home Journal gets directly to about 5% of its field in the United States.

The Saturday Evening Post gets to about 5% of its field in the United States.

By comparison with these American publications, acknowledged to be the leading mediums in the United States, the influence of EVERYWOMAN'S WORLD in Canada is outstandingly very great.

Obviously your advertising should appear first and all of the time in EVERYWOMAN'S WORLD.

Larger editions of the above map showing at a glance the distribution and circulation of EVERYWOMAN'S WORLD and charts showing the auditor's certified checking of this circulation, are available, also charts showing graphically which is the best buy amongst leading periodicals in Canada. Ask for them and also for specimen copy of EVERYWOMAN'S WORLD, Canada's Great Home Magazine.

CONTINENTAL PUBLISHING CO., LTD., TORONTO, Canada

Offices also in New York, Philadelphia, Chicago and London, England.

Standards for Censoring Advertising Copy

Adopted for guidance of members of the C. P. A. at their Annual Meeting in 1914. As some confusion has arisen among advertisers as to the intent of these Advertising Copy Standards, let it be repeated they were prepared only as a suggestion or guide for members in forming their own decision and policy regarding objectionable advertising.

Section A. (Relating to advertising that is prohibited under the Criminal Code of Canada. Advertising of any classes of articles or medicines referred to in this section should not be accepted.)

1. Books, pictures, "rubber goods" or other devices, where the name of the device, or the wording of the copy, conveys either directly or indirectly that the article is obscene or tending to corrupt morals.

2. Medicines or methods for the prevention of conception or for abortion or miscarriage purposes.

3. Medicines, methods or devices for the cure or relief of venereal diseases or restoring sexual virility. This rule bars copy containing any such words or suggesting any such ideas as "lost manhood," "sexual weakness," "exhaustion," "impotency," "nocturnal emissions," "unnatural discharges," "gonorrhea," "impure blood," "gleet," or "varicocele."

Section B. (Relating to advertising that is not prohibited under the Criminal Code of Canada, but may be considered objectionable or undesirable. It is suggested to members who realize the desirability, from an economic as well as moral standpoint, of keeping their advertising columns clean and wholesome and are prepared to go further in the censoring of advertising copy than the law requires, should refuse to accept advertising at all, or any of the following articles or medicines.

1. Medicines or mechanical devices that purport in an offensive or extravagant way either by illustration or language, to "enlarge the bust," to "improve the figure," to make the fat thinner or the thin fatter, to restore hair to bald heads, to change ugly complexions into beautiful ones, and, in general, to perform any feats tnat are impossible or that may be dangerous. This is not intended to bar toilet preparations of harmless composition, or legitimate massage devices that are truthfully advertised.

2. Any medicine that claims to cure diseases commonly held to be incurable by medicine. This rule also bars indirect claims of cure of such diseases through testimonials or otherwise.

3. Any medical treatment offered free.

4. Any medicine that is known to contain a habit-forming drug of the dangerous class.

5. Any advertisement not itself falling within the prohibition of these rules, but leading to correspondence between advertiser and reader in which the principle of these rules is violated.

6. Any advertisement that contains extravagant guarantees of cure.

7. Loan shark advertisements.

8. Any sort of illustration offensive to good taste, either in character or appearance. This applies to all classes of grotesque, bizarre, or horrible pictures and expressions calculated to shock the reader into attention.

9. Copy that simulates in type arrangement, or otherwise, the newspaper's own reading matter unless marked as an advertisement.

10. Financial or commercial schemes or enterprises that the newspaper has reason to believe are fraudulent, unsound or exaggerated.

11. Contests or schemes that apparently offer something for nothing—the prize or premium being dependent upon something being sold.

12. Any advertisement in which the advertiser makes an attack upon a competitor.

13. Classified advertising regarding the bona fides of what there is room for reasonable doubt.

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, June, 1916 No. 6

CLOSING THE DOOR ON THE ADVERTISING FRAUD

AT last it looks as though cleaner advertising pages are to be the rule rather than the exception here in Canada. That honest advertising is to be given the consideration and protection that is its due.

At the recent meeting of Canadian Press Association the effort introduced a few years back to clean the advertising columns of Canadian publications of all fraudulent and questionable advertising proceeded to a more definite stage.

The present standard of practice which adds to a resolution to exclude questionable advertising a list of advertisers whose advertising is considered objectionable, has a measure of certainty and definiteness about it that speaks well for more consistent action in the future.

Our neighbors across the line, however, are still one ahead of us in relation to questionable advertising.

The Association of National Advertisers, which represents the leading advertisers of America, have openly declared their resolution to direct their advertising to those mediums which make it their business to keep their pages above reproach.

Canadian advertisers and the A.C.A have it in their power to hasten the cleaning up of the columns of Canadian publications and make it impossible for the advertising fraud to live.

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

THE PENALTY OF SILENCE

THE past few weeks have served to prove again that markets are not gained, controlled and held merely by the merit of an article. But merit plus publicity can often work wonders.

For years past the market for ginger ale has lain a tranquil, undisturbed field as far as advertising or evident sales development are concerned. Occasionally a flutter was seen on its surface to end in a dwindling ripple. Although no sustained, consistent effort has been carried out, the ginger ale market has probably proved satisfying.

Now, since the Ontario Government have taken steps to restrict the sale of other beverages, new competitors have entered the field. The former holders of the market may have the prestige of reputation behind them, but it is doubtful if it can withstand the force of the well directed advertising that announces the new contenders.

The years past brought with them opportunities for the development of good will. Good will that would staunchly weather any such storm as threatens at present. But the public offers its continued good will and patronage not to those who supply their needs only, but to those manufacturers who let the public know they have needs that ought to be supplied: in other words to the manufacturer who goes after the market through consistent advertising.

A defenceless market is the penalty of silence.

THE MODERN SEER

IT is an encouraging sign that the men higher up are changing from narrow to broad gauge in their views of the advertising man's place in modern business. The old idea that his usefulness is limited to writing copy, cutting rates and securing make-good insertions has happily passed, until to-day his judgment is sought in all matters of business, in the manufacturing and executive ends, as well as that division so closely related to his own adopted work, the sales department.

The advertising man is the man with the bird's eye view; the modern seer who views everything he comes in contact with from the standpoint of the buying senses and instincts of the public.

How else could he have increased the sales of a product ten per cent merely by suggesting to the manufacturing end a few changes in the design and shape of the carton?

How else could he have increased the production of a department fifteen per cent. by the use of a less depressing color scheme?

How else could he have made a store the most popular rendezvous and buying centre for the community except for the liberal policies for whose adoption he was responsible?

The advertising man's point of view usually results in the safest judgments. Let us hope his usefulness will continue to unfold itself and appreciation of it continue to increase.

THE FARMER'S MAGAZINE

July 1916

The Maclean Publishing Co., Limited, 143 University Ave., Toronto, Ont.

Always the Farmer

WHEN the war is over the prosperity of the Canadian farmer will continue. His products will remain in demand as usual.

Of other industries this may not be true. There may be slumps. Certainly there will be disturbed trade conditions.

But the farmer's condition is assured. This is why advertisers should build themselves into the notice and favor of farmers. If you have the farmer's business, you have a steadying factor when adverse winds blow.

Poor Paper and Pictures Bad for Advertisers

A MAN who knows says that the tendency of late years on the part of farm papers to economize by using common newsprint and coarse screen engravings have reduced the interest and advertising values of many farm papers. He affirms that farmers and their families are educated to the value of good paper and good illustrations, and that they esteem less those publications that compare unfavorably with many similar periodicals using good paper and illustrations. He views the backward step of many publishers as disastrous to them.

As an advertiser, what do you think of it? As an advertising agency man, what is your opinion?

THE FARMER'S MAGAZINE uses good paper and fine half-tones. That it is the best produced farm paper in Canada is pretty generally known. It has 3-color process covers, uses a good quality of supercalendered stock, and takes 133 screen half-tones. Typographically, it is very pleasing.

Better still, it circulates among the finest class of farmers in Canada.

A Challenge

ASK us for the names of a hundred of our subscribers in any or every province of the Dominion. Address letters to them, asking these questions:

1. What other farm papers do you receive?
2. What do you think of THE FARMER'S MAGAZINE?

Make our subscribers endorse or puncture our claim that THE FARMER'S MAGAZINE should be on your list of "must" mediums.

Autumn Schedules

PERHAPS you are making up your schedule for the autumn right now. In this case let THE FARMER'S MAGAZINE be put on as a first-class agricultural medium of *national* circulation.

Rates, etc., on application.

N.B.—You get "next to reading matter" position in the Farmer's Magazine, since it is of the flat type.

PUTTING THE BRAKES ON AMERICAN COMPETITION WITH CANADIAN MAGAZINES

From an Address by James H. Imrie, Editor, Economic Advertising, before the Magazine Section of Canadian Press Association at their Annual Meeting in Toronto

THERE is little need to call to mind the tremendous competition existing here in Canada between Canadian and American magazines. You who are forced to cope with it every day in the week know best just what constitutes that competition and the one sided condition it presents.

The enormous Canadian circulations of American magazines in relation to a population so small as Canada's. *The Ladies' Home Journal* with its total of 101,000 Canadian readers. The *Saturday Evening Post* with its Canadian following of almost 100,000. *Collier's Weekly*, *Cosmopolitan*, *McCall's*, *Pictorial Review*, *Woman's Home Companion* and a host of other general, farm, trade, technical and religious publications, aggregating in a year's time upwards of fifty million copies, as compared with the fifteen million or so Canadian magazines. No one can consider such a preponderance of American publications coming into Canada without realizing that some drastic measures must be taken if the Canadian magazine publishing business and Canadian literature is to continue to live and grow into its own.

Manufacturing facilities are also all on the side of American publications. Aside from the fact of the slight additional cost of running off sufficient copies for their Canadian circulation while presses and binderies are still in operation, American pub ishers can buy their raw materials much cheaper than do Canadian publishers. It is a well known fact that for paper, engravings, inks and machinery, Canadian publishers must pay the American price with the equivalent of a duty charge added to it.

Then there are the extensive facilities for collecting editorial material of live and timely interest, as well as editorial talent that are naturally and physically beyond the reach of Canadian publishers.

From an impartial standpoint such advantages are but the just and moral right of publishers in a country so highly organized as the United States, but when publications developed and produced by such means cross the border and enter into competition with Canadian publications they constitute a grave menace to the welfare of the Canadian publishing interests.

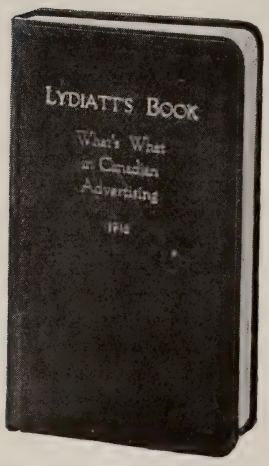
There is every reason why it would be within the rights of Canadian publishers to take immediate and unusual steps to offset such competition.

From a national standpoint the extensive and constant reading of magazines foreign to the interests

Is Your

Adv. Data

Up-to-date?



As Indispensable to the Advertiser as a Time Table is to the Traveller

Most advertising "mistakes" can be blamed on insufficient, inaccurate or out of date information.

The simplest way to insure the up-to-date accuracy of data on which you rely in making your advertising expenditures is to get the 1916 LYDIATT'S BOOK "What's What in Canadian Advertising"—just out.

Over 100 pages statistics, maps, diagrams, that help solve selling problems—120 pages information about medums, giving advertising rates, circulation, page and column sizes, closing dates, etc. 100 pages handy desk data about preparing copy, window displays, sampling, printing, proof-reading, display types, engravings, electrotypes, etc.

Not an agency directory, but a complete data and rate book for advertising buyers. Provides a ready answer to the questions asked about advertising in Canada. Third year of publication.

350 pages, pocket size, leather bound. Sent postpaid on receipt of price, $2.00, by the publisher.

W. A. LYDIATT, 53 Yonge St., Toronto.

Descriptive circular and specimen pages free on request.

9,329

Was the Daily Average Circulation of

The Evening Record

(Windsor)

for May

Advertising Rates (Plate)

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

John A. McKay, Publisher

EFFECTIVE ILLUSTRATIONS AND DESIGNS PREPARED AND REPRODUCED BY—

STEWART & BROWNE

ADVERTISING ART ADEPTS

23 JORDAN ST. PHONE M. 2522
TORONTO ONT.

and viewpoint (and in many cases the ideals) of the Canadian people is robbing them of the power and ability to understand and think and express the national thought and ideals of Canada. It is feeding them in a large measure on material that will not make them better and more loyal citizens of Canada.

From a commercial standpoint it stands to reason that when practically three out of five people buy and read an American magazine in preference to one Canadian, steps taken to reduce such a majority would give Canadian publications a chance to develop their natural possibilities.

Again, under present conditions, many American manufacturers with any interest at all in the Canadian field, feel they can easily do without the small circulations of Canadian publications when they get the Canadian circulations of American publications they use without paying anything extra for them.

This also brings up the point of competition between Canadian made goods advertised in Canadian magazines, and American made goods advertised in American magazines circulating in Canada. The American manufacturer has at his disposal free of charge extensive circulations absolutely beyond the reach of Canadian manufacturers with whom he competes in the Canadian field.

Many more American accounts would open up to Canadian advertising agents if steps were taken to curtail the growth of the circulation of American magazines in Canada and give Canadian magazines larger opportunities for more extensive growth.

Two ways are open to Canadian publishers to offset this competition. One is by meeting this competition on its own grounds.

The reason of the growth of the circulation of American magazines in Canada is obvious. They have made themselves worthy of it. They have given Canadians material they want and have served it up in the style and manner which makes it most interesting and appealing to the tastes of Canadian people. Not that I would recommend Canadian publishers to follow the steps of some American publishers and besmirch their pages with literature unhealthy for eyes to see and ears to hear. But there are many points in the production of American publications that Canadian publishers can emulate to their own advantage.

Go to any news stand where Canadian and American magazines lie side by side. Turn over the pages of each. See the qualities of interest and attraction and curiosity that teem in practically every page of American publications, and you will get an idea of why three out of five Canadians buy the American magazines.

There is not sufficient time to go into this phase of the matter but there is just one point that I would like Canadian publishers to go away with. American publishers have realised the wisdom of passing by generalities, and the irresist-

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

ALBERTA'S SOLDIERS

Are in camp at Calgary and almost 14,000 are ADDED to Calgary's buying population.

Advertise Where the People Have the Money to Buy

Alberta is prosperous, so is Calgary —to cover them both use the

Calgary Herald

Daily and Weekly

Largest Circulation in the Province.

Consult Our Service Department

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

First
The Territory
Then
The Medium

¶ Is the method of thorough-going advertisers and conscientious agents.

¶ The one county in Ontario (outside Toronto city) that stands head and shoulders above others as a consuming territory, is Waterloo, because of the many thousands of employees in its 132 factories.

¶ The one medium through which these thousands of well-paid, free-spending workers can be reached is

THE NEWS RECORD
BERLIN CANADA
(Member of the A. B. C.)

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

ible appeal of articles and stories developed from odd angles and specific points of view.

Just one instance will suffice to convey what I mean. Take a baseball article for example. Judging from the usual treatment of editorial matter in Canadian magazines, if we turned over the pages of a publication and came to a baseball article, the natural interest of male readers in any subject of contest would likely fall quite flat by reason of such an uninteresting, unimaginative heading as "Various Pitches in Baseball." But consider the effect of such a heading as "The Most Feared Hand in Baseball," particularly when it is topped off with a photographic illustration of a pitcher's forearm with the fist clutching a ball in unusual fashion. You see the American editor gets down to specific things and clothes them in an alluring personality. This is not a matter of cost or expense, but merely of correct thinking and proper understanding of those forces which influence the human mind.

The second way of counteracting their competition is by imposing a tax on American publications. And why shouldn't there be? In spite of the big handicaps of Canadian publications every other product made in Canada is protected with a tariff but Canadian publications.

In one way, the Government protects the development of sales of Canadian products by imposing a duty on American goods, and then leaves the way clear for American goods to beat Canadians to it by the enormous advantage they have through the advertising columns of American publications for which they pay nothing.

One form of possible taxation on American magazines entering Canada would be a permanent duty tax, based on the individual price of the publication rather than its bulk weight, and sufficient to allow at least a fighting chance to Canadian publications.

If such would seem impractical to the government a war tax at least should meet with favorable consideration. During the duration of the war, and probably for some time afterward, a 5 and 7½ per cent tax will be imposed on almost all products entering Canada with the exception of magazines. The unfairness of this exception should easily be made clear to the Government. If it is presented on the point that American magazines, considered in the light of the above remarks, should be considered a war-time luxury, little trouble would likely be encountered in having foreign magazines included on the 5 and 7½ per cent list.

Put the O.K. mark on your ad drawings only when they are perfect in smaller details as well as broader aspects. One advertising manager increased the pulling power of an advertisement five per cent. merely by changing the tilt of a woman's head.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The
Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

For Profitable Publicity

Advertisers Should Use
the Columns of

The
Saskatoon
Phoenix

THIS paper circulates through a territory of 48,500 Square miles, touching over two hundred thriving towns and villages on over 2,200 miles of railway. The people of this district are this year prosperous to an extent unknown in the history of the West. The northern part of this province is thoroughly covered by The Saskatoon Phoenix. No advertising campaign is complete without the use of this paper.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

ECONOMIC ADVERTISING is the accepted vehicle of Canada's best Advertising and Selling BRAINS.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let ECONOMIC ADVERTISING talk to you — intimately — constructively — every month. Send your dollar through to-day

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

C.P.A. TO HAVE PERMANENT ASSISTANT MANAGER

Fifty-Eighth Annual Meeting of Canadian Press Association Achieves Notable Results—Joseph Elliott, Proprietor of Kingston Whig, New President

THE 58th annual meeting of Canadian Press Association, held in Toronto, June 1, 2, proved a most satisfactory one, both from the standpoint of business accomplished and entertainment enjoyed. After two days of sessions, held in the new Technical School, Toronto, the attendant members were entertained by the C.P.R. to a trip to Port Arthur, via rail and steamer.

The attendance at the sessions was extremely gratifying to the officers, as more than 200 members, or their representatives, were registered for the first session and stayed throughout the two days. The result was that the association enjoyed the best convention in its history. The proceedings were carried out with clock-like precision and a vast amount of work was done that will no doubt have an important influence in bettering publishing and advertising conditions in Canada in the course of the next year.

Some of the important results of the meetings were as follows: The Daily Section favored changing the annual meetings to April, at a time just previous to or after annual conventions of the A. N. P. A. and the Associated Press are held in New York. The idea is to establish a "Newspaper Week" so that publishers who are members of both the United States and the Canadian association can attend both at the same time. This would allow the associations to work closer together in matters of mutual interest. Although strongly recommended, the general association voted down the proposition and the matter now stands in the hands of the directors.

The newspapers were taken to task soundly by President Smallfield for the poor business basis on which many of them are operated. For instance, he said, their subscription rates should be fifty per cent. higher. He felt that it would be in the public interest to have the newspapers of the country dependent to a substantial degree upon their readers for support instead of relying upon a limited number of advertisers.

It was decided to appoint a permanent assistant for manager-secretary John M. Imrie, subject to the approval of the directors.

An appeal was made to the Dominion Government to end the sale of certain "pernicious publications."

The incoming advertising committee was instructed with power to appoint a central censor of medical advertising.

C. H. Hale, of Orillia, introduced a resolution which requested the Dominion Government to reduce

the postal rates on papers sent to soldiers at the European front. Mr. Hale pointed out that many publishers were sending copies of their publication overseas. The postage on these free contributions forms a large item of expense. As long as the work is done in the interest of the men who are fighting the Empire's battles, he felt that the Government should do something toward reducing the rates. The resolution was unanimously carried.

The Trade and Technical Press and Magazine Sections decided to ask the Dominion Government to inquire into an alleged combination of photo-engravers to keep up the price of cuts.

NEW OFFICERS FOR 1916

Among the Officers of the Association elected for the ensuing year are the following:—

President—J. G. Elliott, Kingston *Whig.*

Past President—W. E. Smallfield.

Vice - Presidents — Maritime Province division: J. R. Burnett, Charlottetown *Guardian;* Ontario and Quebec division: V. E. Morrill, Sherbrooke *Record;* Manitoba division, E. H. Macklin, Winnipeg *Free Press;* Saskatchewan division, W. G. Cates, Moosejaw *News;* Alberta and Eastern British Columbia division, M. R. Jennings, Edmonton *Journal;* Western British Columbia division, John Nelson, Vancouver *World.*

Treasurer—George E. Scroggie, Toronto *Mail and Empire.*

RECOGNITION OF ADVERTISING AGENCIES

The recognition formerly granted to Sells, Limited, was cancelled, as that agency had withdrawn from the advertising agency field in Canada.

The recognition formerly granto Ads Limited was transferred to R. C. Smith & Son, Limited, as that company had succeeded Ads Limited.

No new advertising agencies were recognized, although applications for recognition were received from three.

Nineteen advertising agencies are at present recognized as official solicitors of general advertising for the members of the C. P. A. These agencies are as follows:—

Baker Agency, Limited, Toronto.

Canadian Agency, Limited, Montreal.

Dean, E. Sterling, Agency, Toronto.

Desbarats Agency, Limited, Montreal.

Financial Advertising Company of Canada, Limited, Montreal.

Gagnier Service, Toronto.

Gibbons, J. J., Limited, Toronto.

Hamilton Advertisers' Agency, Limited, Hamilton.

Imperial Publishing Company, Limited, Halifax.

McConnell & Fergusson, London.

McKim, A., Limited, Montreal.

MacPherson-McCurdy, Limited, Winnipeg.

Norris-Patterson, Limited, Toronto.

Press Agency Bureau, Limited, Toronto.

Robertson, J. S., Co., Limited, Toronto.

Rowlatt, F. Albany, Toronto.

Smith, R. C. & Son, Limited, Toronto.

Thompson, J. Walter Co., Limited, Toronto.

Advertising Service Co., Limited, Montreal.

COMMISSION TO RECOGNIZED AGENCIES ONLY

Within a few weeks after its appointment the committee decided to ask the members to place on record their co-operation in the work of the committee by signing an agreement to allow commission only to such Canadian advertising agencies as are recognized by the committee on behalf of the C. P. A. A provision for non-cancellation within twelve months was the only point of difference between this agreement and one that was signed during the association year of 1911-1912 by 300 members out of a total membership at that time of approximately 400. Up to the closing of records on April 30, 1916, the new agreement had been signed by 437 "first" members out of a total "first" membership of 512.

CENSORING OF ADVERTISING COPY

There has developed on the part of certain advertisers an impression that in adopting the "Standard for the Guidance of Members in Censoring of Advertising Copy" the members of this association bound themselves to reject all advertisements referred to in it. Some of these advertisers, believing that to be the case, have stipulated on their contracts that their advertising must not appear on the same page as any advertisement referred to in the section in question.

That this is a most erroneous view is evident from the title and introduction to Section "B" of the Standard, and also from the reference to the Standard in the report of the advertising committee of 1913-1914, which prepared the Standard and submitted it to the annual meeting of 1914.

FREE PUBLICITY

The campaign against free publicity has been continued with unabated vigor, eight free publicity bulletins having been issued during the past association year.

There has been a marked falling off in the number of requests for free publicity from commercial houses, showing that the more general refusal of these requests of late, prompted in part by the free publicity campaign of the committee, is gradually making the work of the press agent unprofitable.

Many publishers have adopted the policy of charging a given rate per word or line for announcements of meetings, sporting events, engagements and similar items. In many cases these are inserted under special headings in which the rate per word or line is plainly stated. This policy has done away with requests for free publicity for such items and has provided a new source of considerable revenue. The committee recommends this policy to those publishers who have not as yet adopted it.

HOW BONDS MIGHT BE MARKETED SUCCESSFULLY

Vital Advantages of Bonds Too Little Known—Wisdom of an Educational Campaign—The Campaign Outlined

By Cecil Rionel

DURING the past decade practically every business, with the exception of the financial business, has profited by the new ideas introduced into advertising from time to time.

That the financial houses have not followed the example of other commercial institutions may be due to a feeling that it is *infra dig.* for the former to advertise its securities, other than in a general way.

Yet there is no reason why the bond or security house should not adopt some of the ideas which are being used, and which have proven highly profitable, by progressive merchants and manufacturers in marketing their commodities, provided the methods are legitimate and likely to increase the sales of the securities. If the proper methods are employed, the adverrising need not in any way lower the dignity of the house.

As illustrating what little progress has been made in financial advertising, take the financial advertising of fifteen years ago and compare it with what is being done in the same line to-day and it will be found that there has been practically very little change. Contrast this with the advances which have been made in other lines.

There is every reason to believe that the financial house that will adopt more modern methods of advertising will not only increase its business but the advertising will prove of material assistance in helping the salesman.

There is probably no business about which there is so much mystery and about which so little is known by the layman as the security business and there is no doubt that a campaign of advertising, conducted on the following lines, would be highly remunerative.

How many people, for instance, know that municipal bonds may only be issued in amounts not exceeding a percentage, fixed by law, of the value of the property of the municipality and therefore have behind them the highest form of security. This property, in the first place is valued on a most conservative basis by expert valuators.

In some municipalities the percentage may be limited to 5 per cent., others may be allowed to slightly exceed this figure. To make this even plainer, suppose the assessed value of the property of a municipality, obtained by expert valuators, is $2,500,000, 5 per cent. of this amount would be

$125,000 — the maximum figure against which bonds could be legally issued in this particular locality. After deducting this $125,000, there still remains an equity of $2,375,000 in the shape of improved and unimproved property.

The above is only one of the many points which might be used in an educative way in financial newspaper advertising. This alone would make a very strong plea in showing how the municipal bond is secured, apart from the many other advantages which attach to municipals and about which many bond buyers know little. Educative reasons of a like nature and equally effective, but bearing on different points, could be used when advertising municipals or other types of bonds or stocks.

Most bonds are bought on the recommendation of friends or brokers on whose opinion the bond buyer is entirely dependent, but if an educative campaign was inaugurated by the bond houses in their newspaper advertising there would be more men buying bonds and the bond buyer would have some data upon which to base his decisions as to the advisability or otherwise of making purchases of certain securities.

If a man is told before buying a municipal bond that the property holders of the municipality are liable for the interest and face value of the bond when it becomes due, this fact makes the municipal bond much more attractive. Furthermore, when this same investor is told that of all bonds, municipals are the least affected by market changes—that of all Canadian municipalities issuing bonds, none has ever failed to pay the interest and the principal of the bond when due—that an amount almost equal to the face value of the bond may be borrowed from the banks, the bond reveals advantages with which the bond purchaser may have been entirely unfamiliar.

An educative campaign of advertising for a financial house conducted in a moderate and dignified way, would, no doubt, prove quite as remunerative as has advertising of a similar nature when used in connection with commercial houses.

The Audit Bureau of Circulations through its Board of Directors, has consented to accept Advertising Associations and Clubs affiliated with the Associated Advertising Clubs of the World as advertiser members of the A.B.C.

The decision was brought about by agitation in the Chicago Advertising Association, looking to the Association joining the A.B.C. as an advertiser-member and securing reports on circulations for its library. These would be filed and furnish a source of information to many members interested.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

WHILE recognizing the wisdom and protection to legitimate advertisers of publishers' practice of closing their columns to objectionable advertisements, a survey of many publications will compel the question: "Do publishers go far enough in this respect?"

While prohibiting those ads relating to subjects and habits that do not add a wholesome flavor or dignity to the columns of a publication, how about others whose uncouth, repulsive appearance cast a spell over the pages of which they are a part?

50 YEARS' SPLENDID SERVICE
Still Skims Close as New!
Even Children Operate the MAGNET
Easy to Clean
Saves Dollars and Time in the Dairy
Proud Enthusiastic Owners in Every Province.
MAGNET
CREAM SEPARATORS
SPECIAL MAGNET FEATURES
Read What Others Say in These Splendid Books
Operated in Your Own Dairy
FREE
THE PETRIE MFG. CO., LTD.
Square Gears
Solid Construction
Double-Supported Bowl
One Piece Skimmer
Very Small Repair Cost in a Lifetime of Use
DEMONSTRATED in Your Own Dairy FREE

It is to be expected that with the progress of advertising in other branches, improvement would continue also in the matter of appearance and arrangement. Yet we see many advertisers who, through ignorance or a mistaken idea of economy, permit their ads to appear in clothes and speak with a voice entirely out of harmony with the dignity and ideals of present day progressive business establishments. Surely the psychology of appearance is effective with advertiesments as with salesmen, salesrooms or store fronts.

The Petrie advertisement is a recent example of what can be done to make the pages of a publication, and particularly the advertising columns repulsive to the reader. The copy itself is strong and virile, but instead of being backed up with an inviting and forceful arrangement it is handicapped with an atmosphere of crudeness and disorder.

The basic arrangement of the type matter is flat. There is a lack of proper balance. The block at the top is crude and should have been hand-lettered. There are too many display lines of equal importance to distract the reader's attention. Ten different kinds of type are used where two or three at the most would have assured better harmony among the elements.

The Petrie advertising is back in the field after a lengthy absence. Time was when the "Magnet" had it pretty much its own way in the separator field. Increasing competition, a new generation of separator users, and absence from the advertising arena, perhaps, have turned things around somewhat.

To-day there is a reputation and a name to be re-established and replaced on the pinnacle of public approval. There are new fields to be opened and developed. All the more reason, then, when advertising is recommenced, to utilize the psychological force and strength of an orderly, dignified atmosphere.

Much good is expected to result from the censoring of advertising copy. To further improve the attractiveness and dignity of advertising columns it may yet be necessary to introduce a censorship of advertising display.

* * *

Quite the antithesis of the Petrie ad in copy and display is the one for W. G. & R. Shirts. Though little over two inches in depth, its openness, its evenness of tone, its

Only those who have put up with inferior quality in shirts can appreciate all that the W.G.&R. label stands for. If you will take the positive of all the negative qualities that you find in a "bargain" shirt, you will have some idea of what the label really represents.
W.G.&R.
SHIRTS
The Williams, Greene & Rome Co. Limited
Makers of Fine Collars

pleasing arrangement, give it an attention-getting value seldom achieved. It is regrettable the copy was not stronger and more specific but interesting to note the strengthening effect a quality atmosphere has upon copy.

* * *

First glance calls forth admiration for the Dominion Sugar ad. Further perusal strengthens it. Here is a strong black and white effect that concentrates the reader's attention on the point most

"Add one cup of Sugar"
SOMEBODY'S mouth is going to water. Soon this delicious Strawberry Shortcake will be ready for the oven. There goes the sugar, now! See how fine and white it is—how perfectly formed each sparkling crystal. It's
Dominion Crystal Sugar
Dominion Maid Recipes
DOMINION SUGAR COMPANY LIMITED
Factories at Wallaceburg and Berlin.

vital to the advertiser: the flowing stream of pure white sugar. The copy has a free, friendly twist to it that makes it easy to read through and absorb.

* * *

From a strictly impartial business viewpoint, Toronto Electric Light is away off the most effective tack in its present persistent efforts against the Hydro. Hinted deficits are not likely to have much weight with Hydro users paying in the neighborhood of fifty per cent. less than formerly. The money side of the question is going to stick pretty solidly in the throats of subscribers. It is not human nature to forego the saving of a low rate because it is suggested or

even proven that an institution or commission persist in increasing an already heavy deficit by the maintenance of that low rate. The

HYDRO FINANCING

City Auditor Reports City Hydro Gross Income for 1915 of $1,620,187, with Net Surplus of $3,137.

Hydro advertised 1916 rates reduced 15% from January 1st.

Gross Income for 1915	$1,620,187
Reduction at 15 per cent.	$243,027
Net Surplus for 1915	3,137
Loss on basis of 1915 Business	$239,890

Was the last rate reduction warranted in the opinion of the citizens of Toronto who are the owners of the Hydro?

It will require 29,986 additional street lamps at $8.00 per lamp to make up this amount.

Will the ratepayers consent to pay this amount in civic use of power or in taxes, so that Hydro can break even?

The net result is that every customer of Hydro at 1916 rates means a net loss to ratepayers.

You can secure better service (backed by steam reserve, storage batteries, and 4 transmission lines) at no higher cost, without increasing Hydro deficit, by using service of

Toronto Electric Light Co., Limited

"At Your Service"

12 ADELAIDE STREET, EAST

general impression is likely to be that anything in excess of that rate is just so much more than it ought to be.

There is a ray of hope in the last paragraph of the Toronto Electric Light ad. The mention of better service, steam reserve, storage batteries, four transmission lines, suggest material for good, strong advertising appeals.

The public have been educated in the mismanagement of Hydro finances up to, if not in excess of, what would be good for Toronto Electric Light. Why not now let them know something about Toronto Electric Light?

The Minty ad *looks* like pretty good advertising, *talks* like pretty good advertising, but—*is* it pretty good advertising? Results, of course, alone will tell.

The Minty ad has a charming appearance, putting one in a pleasant frame of mind while inviting perusal. But so do most talcum powder ads.

The Minty copy is well composed, with plenty of good argument mixed in in an interesting

Minty's
Brise Charmante
Pronounced
(Breez Shar-mant.)
Talcum
Powder
The kiddies just love the cool comfort and delicious fragrance of Minty's Brise Charmante Talcum Powder. Wise Mothers apply it thickly over the small bodies after every bath, because they know it will protect and soothe the tender skin. It is absolutely pure—the highest grade of Talcum ground to a wondrous fineness, borated and antiseptic.
Send 2 cent stamps for sample.
For sale by leading dealers everywhere. Made in Canada by
Palmers, Limited
100 Latour St., Montreal
(Authorities on Toilet Goods)

way. But so have most talcum powder ads.

The Minty name, the Minty tin, a scene that suggests the use of the product advertised—all are given due prominence in the Minty advertisement. But what makes Minty's Talcum any different from Tom, Dick or Harry's? Why should anyone select Minty's in preference to all others?

Surely there must be something about Minty's exclusive with itself. The public are waiting to know what it is—and to follow the cue.

IS THE ADVERTISING AGENT AN ADVANTAGE TO THE ADVERTISER?

Being Excerpts from an Address made by Mr. Paul E. Derrick to the Publicity Club of London

IT is futile to enquire if an advertising agent is an advantage to an advertiser, until we have our definition of an advertising agent and of an advertiser.

Suppose we let X equal an advertiser or an agent, for they both represent some quantity of advertising value. We can perform all sorts of algebraic operations on this unknown quantity, and will always have an unknown result.

X plus X is 2X; but we have accomplished nothing by our addition until X is given some indicated value. If X = 10, then X plus X = 20.

We can possibly find both advertisers and agents ranging from near 100 per cent. efficiency to distinct minus value. We may add the Agent X to the Advertiser X and we have only 2X. Suppose the Agent is a minus X and the Advertiser a plus X, then their united value will be the difference between their individual values. A minus Agent is therefore a disadvantage to the advertiser.

Or reverse the proposition: a plus Agent added to a minus Advertiser also represents a united value indicated by their difference in respective values, but here the Agent is an advantage to the advertiser to the amount of his plus value.

But if we add a plus Agent to a plus Advertiser the sum of their respective values will be the combined value of the co-operative effort of the two factors working in harmony. Here also the Agent is a positive advantage to the advertiser.

It is obvious that whatever of positive or negative value either one brings to the proposition, is necessarily represented in the total sum of their united effort.

What is urgently needed in advertising is a correct perspective. This is why the services of a trained, experienced, general advertising practitioner is a positive advantage to the advertiser, both in diagnosis and prescription. The most capable of advertisers, or their managers upon the permanent staff, have a too intimate and interior point of view always to be able to determine when or where the treatment can best be applied, and the most efficient means; they are sure to have well developed prejudices. It is too much like doctoring one's self.

A really eminent doctor rarely prescribes for himself, and indeed often calls in a brother practitioner to treat his family. Why, then, should an advertiser consider it unnecessary to call in outside expert advice upon a subject so delicate, intricate and of such prime importance as advertising?

The fact of the matter is that there is no one who knows as much about it as he should. There is no danger of getting too much expert opinion, but there is a serious danger in being satisfied with amateur, or biassed diagnosis and treatment.

"Beware of the specialist." That is sound advice as anyone will agree after consideration. "He always has an axe to grind."

The point of my contention is not that the specialist knows too much about his particular panacea, but that he knows too little about the other vital factors of the problem and is too biassed in favour of his own panacea.

A most eminent medical specialist once told me that no doctor should specialise upon any disease until he had at least twenty-five years of general practice. Otherwise he would continually blunder in applying his expert knowledge. He must first be grounded in pathology. The same might truthfully be said of advertising.

Such lack of Advertising Agency efficiency as exists is due to the failure of advertisers to exact a higher standard of service. As all nations have a Government as wise and efficient as they deserve to have—because they alone are responsible for their own form and quality of Government; so advertisers have just as wise and efficient an Advertising Agency Service as they deserve—because they alone are responsible for the required standard of service.

Too few advertisers have a sufficiently high standard, and only a few of these know how to secure the best available service from an Advertising Agency. Only those with high advertising ideals, who appreciate and practise the necessary co-operation with their Advertising Agents, and yet fall short of efficiency in their advertising, have any valid reason to complain. Their duty to themselves requires that they stop complaining, and take steps toward better co-operation with their agents or, if the Agent is hopelessly lacking in efficiency, to find the agency that can render them the desired service.

But these enterprising advertisers are the few. The many don't know what is needed, and worse still, are likely to refuse to admit that anyone can help them to arrive at any adequate solution of their advertising problem. Among this latter class are those who complain that advertising does not pay.

It is remarkable that the high efficiency of the modern service agent is not better appreciated by many advertisers who regularly expend large sums in an instinctive but mediocre effort to develop business. True, many have discovered the distinct value of agency service of this sort, and it is noteworthy that those who have utilised such service, and have intelligently understood how to secure the greatest possible assistance from such co-operation, seldom revert to more primitive methods. There have been notable instances of such reversion, but as far as my knowledge serves me, the

elimination of such service has never been for long, by any advertiser who has once experienced the benefit of genuine agency co-operation.

It is well known among efficient service agents that th ir most valuable co-operation is with advertisers possessing efficient interior advertising and selling organization, and that advertising and sales managers of outstandingly important and successful concerns, and upon whom the greatest burden of responsibility is placed, are most emphatic in their appreciation of the assistance rendered by the efficient advertising agency. It is the small-minded manager, as it is the small-minded advertiser, who assumes knowledge of all there is to be known, or prefers to learn only by hard and expensive experience.

Efficiency in advertising is only a comparative term. There is no such thing as a fully efficient advertising man or advertising organization, either among agents or advertisers. Nor will there ever be such, any more than a perfected physician, or an infallible lawyer, or a consummate merchant or manufacturer.

There are hosts of incompetent advertising agents, but there are those as efficient in their work as is any doctor or lawyer or manufacturer in his vocation.

Advertising can never be an exact science, nor will any advertising man ever possess all the advertising knowledge that exists. The sooner everyone concerned admits this fact the better for advertising.

All that can be done is to apply the known principles of successful advertising in the most efficient way, and this requires the services of those who best understand these principles, and the method of their application, to the matter in hand. It is obvious that the more unbiassed talent and experience that is brought to bear upon the matter of such intricacy and importance as advertising, the more certain the elimination of error, and assurance of increased efficiency of policy and procedure.

Shopping for a cheap advertising agent is as extravagant as for a farmer to shop for cheap seeds. A bare percentage of cost may make all the difference between a full crop and an utter failure. A quack doctor, a shyster lawyer, and a bungling advertising agent are expensive though their services are given free.

Advertising is not on trial. It has been proved to be the only modern means for building up a business dealing with masses of consumers, at a constantly decreasing ratio of sales cost. The only problem to be solved is its efficient application, and this requires the best obtainable talent and soundest experience.

Existing and future trade conditions require constantly increasing efficiency in sales methods, because sales-cost must be reduced. The only known method for reducing sales-cost is by econom ically securing the goodwill of the

(*Continued on page 30*)

ADVERTISING'S REAL FOUNDATION

WE cannot build a permanent structure of business unless we build it on the rock-bottom facts of human life. Our spick and span new civilization, barely a century old, has not changed these rock-bottom facts.

All men, in their skeletons look alike. There are cultured men in the tents of India; and there are savage men in parliament. Underneath the changing fashions and opinions of the day there are great unchanging race habits.

To put this idea in another form, we may say that the fabric of life is woven with Warp and Woof. The Warp is made of the long strands that keep us all together and that reach back far into the past. The Woof is made of the short strands made by the opinions and events of to-day.

The Warp is the Immortal part and the Woof is the Passing Show. The Warp means Shakespeare, and Columbus, and Napoleon, and Cromwell, and Lincoln, and the Bible, and the Magna Charta. The Woof is the news of the day in newspapers and magazines.

He who forgets the Woof of life becomes a bookworm or a theorist or a fanatic. He who forgets the Warp of life becomes a shallow trifler, blown here and there like a dry leaf by every wind of opinion.

In building the structure of advertising, for instance, I would say that the Woof consists of prevailing fashions in type, in phrase, in art, and in public opinion. I would say that the Warp of advertising consists of the basic facts of human nature and of industrial history.

Complete knowledge in any line, consists of Warp and Woof, past and present, principles and details, experience and initiative, old and new.

All through the world runs a universal dualism of male and female, centrifugal and centripedal, expansion and contraction, changing and eternal.

As business men, we cannot ignore these Big Facts of the Universe. If we are foolish enough we can neglect or deny these facts, but there will never be any profit in doing so.

The greatest profit and the most brilliant success will come to those only who perceive the Big Facts of the Universe, and who shape their business plans in accordance with these facts.—*H. N. Casson.*

EYES VS. MIND

IN the writing of an advertisement, don't pay too much attention to the public eye. In the effort to have the appearance of the advertisement mechanically perfect, don't disregard logic of appeal. What does it profit you if ten thousand pairs of eyes are attracted to your ad, when the selling appeal in the printed words fail to show the reader why he should buy now and of you?

There are very few concerns that can make purely artistic advertising pay. The vast majority must present "reason-why" arguments to their trade.

MAKING A BY-PRODUCT OF AD ELECTROS

By Wm. E. Clark, Advertising Manager of The Pedlar People Limited, Oshawa, Ont.

RACES are usually won by small margins. It is the extra effort, the additional ounce of strength that puts one man across the tape ahead of the others. The use or non-use of that extra ounce is the difference between a lauded champion and a mere contender.

Believing in the effectiveness of the extra ounce, the Pedlar People have applied it to their advertising.

Being manufacturers of quite a number of different sheet metal products their advertising is divided into several divisions. For strategic reasons the advertising of many of these products was separated into small units of one hundred line space. Like the smaller divisions of an army, these convenient units are used with considerable frequency and serve special purposes at any point along the line. They also allow a certain reserve that can be used with sledge-hammer blows at strategic points.

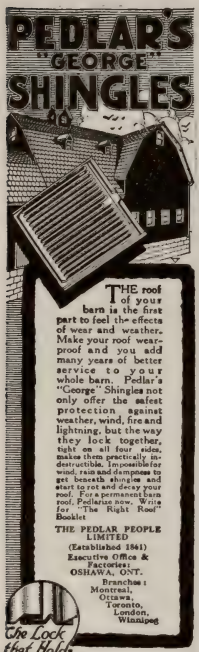
WM. E. CLARK

Take a half dozen or more products, develop for each of them a dozen small units, and you have a considerable amount of small am-

munition at your disposal. This is where the idea of the extra ounce came into existence.

The Pedlar People, Limited, send out considerable correspondence in a month's time. If this could be reinforced by the addition of some of this small ammunition it would serve the double purpose of carrying a communication and introducing a different product to a probable buyer.

Accordingly a by-product was made of the series of newspaper ad-electros. A quantity of each was printed off on good quality antique stock. Being of a convenient size a single fold would allow them to fit into an ordinary correspondence envelope.


PEDLAR'S
"GEORGE"
SHINGLES
THE roof of your barn is the first part to feel the effects of wear and weather. Make your roof wear-proof and you add many years of better service to your whole barn. Pedlar's "George" Shingles not only offer the safest protection against weather, wind, fire and lightning, but the way they lock together, tight on all four sides, makes them practically indestructible. Impossible for wind, rain and dampness to get beneath shingle and start to rot and decay your roof. For a permanent barn roof, Pedlarize now. Write for "The Right Roof" Booklet
THE PEDLAR PEOPLE LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg
The Lock that Holds

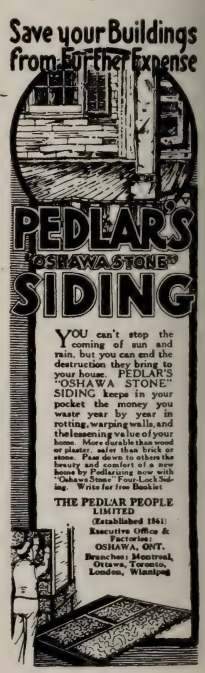
Cheery Walls Make Happy Homes
YOU feel their restful comeliness at once—inviting you to slip into cosy slippers, pull up your own chair to the fire, and find a new friendliness in home's attachments.
PEDLAR'S
PERFECT METAL
CEILINGS
AND WALLS
quickly change dull, dreary rooms to ones you like to linger in. Whether you prefer plainness or a touch of ornament, you will find many to please you in the 2,000 styles and Period designs to choose from. Easy to put on over plaster or wood, the joints fit in snug as they cannot show or come away. Last without repair as long as your house. Shall we send you the complete Ceiling Catalogue
Write for it!
THE PEDLAR PEOPLE LIMITED
(Established 1861)
Executive Office and Factories:
OSHAWA, ONT.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg.

To give variety and make it easier for office clerks to pick out quickly the particular one required, the first ad in each series is printed on white stock, the second on India tint, the third on grey, and so on throughout the series.

There are many ways in which these by-product envelope stuffers can be made valuable as a co-operative measure to newspaper and magazine advertising.

Each one in the different series develops a separate point or argument. In replying to a prospect who, it is felt, is not already sold on a certain point, the stuffer developing the argument on that point is enclosed with the company's reply.

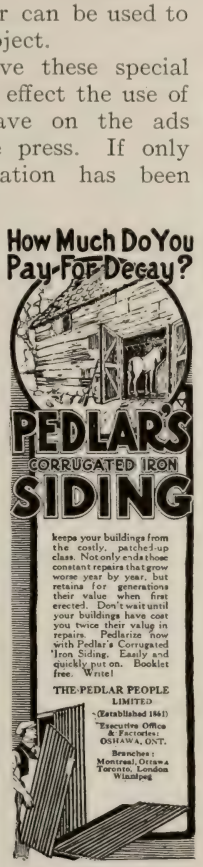
See the Greater Room we Get
PEDLAR'S BARN
Not a single awkward beam in the way. Clear, open space from wall to wall, and floor to roof in the
PEDLAR'S
STEEL BRACE "WARDLE PATENT"
BARNS
More freedom in the mows, more freedom at the ridge and hips, more freedom along the walls. Every bit of space is conveniently usable. The hayfork is easily operated in either hip, or in the ridge. Easier at threshing time, and less work every day. Full details and estimate of cost on request. Write!
THE PEDLAR PEOPLE LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches:
Montreal
Ottawa
Toronto
London
Winnipeg
Write for Free Plans & Blue Prints.


Save your Buildings from Further Expense
PEDLAR'S
"OSHAWA STONE"
SIDING
YOU can't stop the coming of sun and rain, but you can end the destruction they bring to your house. PEDLAR'S "OSHAWA STONE" SIDING keeps in your pocket the money you waste year by year in rotting, warping walls, and the insane value of your home. More durable than wood or plaster, safer than brick or stone. Pass down to others the beauty and comfort of a new home by Pedlarizing now with "Oshawa Stone" Four-Lock Siding. Write for free Booklet
THE PEDLAR PEOPLE LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg

Moreover, when the sale of a barn or the roofing for a barn has been closed, say, it is logical to conclude the purchaser would also be in the market for roofing for his home, or a cover for his silo, and the proper stuffer can be used to introduce the subject.

Over and above these special uses is the direct effect the use of these stuffers have on the ads appearing in the press. If only passing consideration has been given the ads appearing in the newspapers when the readers' attention has been drawn directly to another of the series in the form of an envelope stuffer, he will in all probability link it up directly with the newspaper advertising, and follow the series through as they appear in the press.

PEDLAR'S
"OSHAWA"
SHINGLES
GIVE wood and weather a chance to get beneath the shingles of your home, and you are in for no end of trouble and expense—warping, rotting, loosening shingles — leaking roofs and endless repair. Pedlar's Oshawa Shingles give you the permanence of a single sheet of metal with the beauty of separate shingles. Lock tight, on all four sides—wind-proof, rain-proof, rust-proof—not even the nails are visible. There's safety and permanence in a Pedlarized roof. The cost is small. Write now for "The Right Roof" Booklet
THE PEDLAR PEOPLE
LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg


How Much Do You Pay For Decay?
PEDLAR'S
CORRUGATED IRON
SIDING
keeps your buildings from the costly, patched-up class. Not only ends those constant repairs that grow worse year by year, but retains for generations their value when first erected. Don't wait until your buildings have cost you twice their value in repairs. Pedlarize now with Pedlar's Corrugated Iron Siding. Easily and quickly put on. Booklet free. Write!
THE PEDLAR PEOPLE
LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches:
Montreal, Ottawa
Toronto, London
Winnipeg

There's Beauty that Always Stays Young
THE first delightful rapture when you view the change they have made in your rooms is enhanced with the assurance that they will lose none of their charm through years of pleasant usage.
PEDLAR'S
PERFECT METAL
CEILINGS
AND WALLS
are as practical as they are beautiful and artistic. Will withstand the bumps and rubbings of furniture without the sign of dint or scratch. Can be painted any shade or tint and always kept clean. You are sure to find just the most suitable scheme for any room in the 2,000 designs and Period styles to choose from. We would be glad to send you the new Ceiling Catalogue. Shall we mail it to-day? Write!
THE PEDLAR PEOPLE
LIMITED
(Established 1861)
Executive Offices and Factories:
OSHAWA, ONT.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg.

PEDLAR'S
"OSHAWA"
SHINGLES
THE value of your home is judged most often by the weather-resisting qualities of the roof. Get permanence and security into your roof and you add a definite measure of value to your home. PEDLAR'S "OSHAWA" SHINGLES give you both, at small cost. Made of specially tested galvanized iron—cannot rust or rot or break away. Easy to put on. Locks weather-tight on all four sides. If you want your home to remain more valuable to you and others for years, it's time you Pedlarized your roof with "OSHAWA" Shingles. Write for "The Right Roof" Booklet to-day.
THE PEDLAR PEOPLE, LIMITED
(Established 1861)
Executive Office & Factories:
OSHAWA, ONT.
Branches:
Montreal
Ottawa
Toronto
London
Winnipeg
Made in Two Styles

And so with material all prepared and preliminary work attended to, a by-product has been made of easily available ad-electros that is bound to add the extra ounce that assures more complete success.

While the above remarks suggest only a single use to which ad electros may be successfully applied, the individual problem of the advertising manager will point the wisest course to follow. Wherever there is a means of communication with prospects there are ways in which one can utilize electros on hand.

DREAMS

A DREAM is a wonderful thing. I do not remember having heard that any scientist has satisfactorily solved the meaning of dreams, although most of our humorists know the cause of them. Some dreams are such ecstasies that waking up is so much a disappointment that the cause of waking should rank on a level with crime. Other dreams are so horrible that the shock of waking, even when caused by the most terrible of many episodes, brings sensibility to the dreamer and real relief of feeling which cannot be controlled.

I am not trying to explain dreams. I have had a good few myself; some good, others pretty bad, and others impossible of classification, because we have no adjective strong enough or sublime enough as the case may be, to stick on the pigeon-hole where I file the special specimens.

Rather do I wish to talk of the dreams we have in the daytime. Some of us call them wishes, and to those they are wishes. Others look upon them as prognostications, and to such they are dim outlines of a possible future. Everything depends upon the dreamer; nothing is left for the dream to do after showing the picture.

How many young men have sat and pictured to themselves the enjoyment of great things in their reverie (all the details were outlined vividly), and all that remained was the way to get there. And how many o those same young men have stood up, shaken themselves, called themselves fools for imagining such impossible things—and let it go at that. On the other hand, just a few have in their dreams visualised a condition of the future and have resolved that such conditions could be theirs and would be theirs. But they knew they could not have and enjoy such things by just dreaming about them or wishing for them. They knew they had to fight for the good things; they had to walk many miles along the road of good works before they could arrive at the haven of accomplishment and enter into the possession of the things they had dreamed of. This did not deter them, for the right attitude brought them pleasure in the journeying, and a greater certainty of reaching the ultimate goal.

Whatever I am saying here is prompted by one sentence I read a day or two ago in a printed appreciation of one young business man by another young business man. This sentence read, "He can dream his dreams and make those dreams come true." That sentence seemed to me to be an able summing up of the way to success. A hard worker does not necessarily accomplish much unless he can also dream a little and see in the future the things he would like to attain. Then he has something to work and strive for. He has an object. There is nothing aimless in his endeavors. He fights for a goal and stands just the same

chance of getting to that goal as the other man who flounders about stands of reaching nowhere at all. Given just ordinary conditions, both of them will reach the place they are working for.

There is no better man than the dreamer who is practical, the man who can take himself aside and make up his mind what he wants to get, can see in plain outline the heights he would reach; and then is sensible enough to set to work hard to get there. Give me the man who can dream and make his dreams come true.

ADVERTISING NOW SOLD AS A COMMODITY

PRESIDENT BURCH in his address before the A.B.C. convention held in Chicago, June 2, said that under the co-operative work of the organization, advertising is now being sold as a commodity, whereas a few years ago it was sold largely on a basis of a publication's estimated influence with its readers.

The publisher-members of the Bureau sell their circulation as a clearly defined, precisely analyzed commodity, set forth under uniform rules established by the leading national advertisers and the advertising agencies. Each publisher-member not only makes a sworn statement, but he goes much farther than does the manufacturer or the merchant who on occasion submits a statement to his bank or to Dun or Bradstreet.

The Audit Bureau of Circulations is, above all, a public servant, doing a welfare work in educating and protecting all to know and secure accurate values.

MARK THIS MAN

"BREATHES there a man with soul so dead
Who never to himself hath said,
"My trade of late is getting bad;
"I'll try another muslin ad.?"

If such there be, go mark him well;
For him no bank account shall swell,
No angels watch the golden stair
To welcome home a millionaire.

The man who never asks for trade
In local papers oft displayed,
Cares more for rest than worldly gain,
And patronage but gives him pain.

Tread lightly, friends; let no rude sound
Disturb his solitude profound.
Here let him live in calm repose
Unsought except by men he owes.

And when he dies go plant him deep
That nought may break his dreamless sleep,
Where no rude clamor may dispel
The quiet that he loves so well.

And that the world may know its loss
Place on his grave a wreath of moss
And on a stone above, "Here lies
A chump who wouldn't advertise."

—*Bavie County Record*, Mocksville, N.C.

THE OFFICIAL ORGAN

DOUBTLESS you have had experience of paying for advertisement space in various periodicals, which payment you have contributed not because you expected to get anything out of it, but just to help the cause along. A journalist has been giving some thought to this aspect of advertising, and expresses his views very strongly against the practice which, he says, will help to undermine legitimate advertising, particularly in trade papers. Among other things he says:—

"There is an ulcer which is sapping the life blood of industrial journalism. It is the official organ which circulates among the members of the association that has adopted it. While the circulation may not be restricted, there are many papers where the circulation outside the association is less than twenty-five. These papers are not guilty of taking the money of their readers under false pretences because practically all the readers are association members, but they are playing the advertisers for suckers, and in time will put an effective crimp in the whole field of trade journalism unless the field of trade journalism puts an effective crimp in them. These papers generally, if not always, carry considerable advertising, in fact often carry more advertising than do the legitimate papers. Why is this? Do the advertisers find such advertising profitable? No. Advertising for such publications is usually obtained through a series of leg-pulling tactics, during which the strength of the organisation is brought before the advertiser, and their buying power is paraded around reasons for the advertiser buying space therein. I know of nothing that does advertisers less good than this official organ advertising. They obtain circulation of course, but the circulation they so obtain is valueless from a business and sales view-point. The sooner that this official organ evil is choked out of existence the better for the legitimate papers who offer a recognised commodity, circulation, in a recognised and business-like manner."

Anybody had experience of this sort of thing?—*Impressions.*

(*Continued from page 23*)

consumer. The only way economically to secure his goodwill is by efficient advertising. Better salesmanship demands better advertising, and this in turn demands the best advertising talent and organisation obtainable, be it in the house department, in the advertising agency, or be it a combination of these two working in harmonious co-operation.

Therefore my answer to the question before the club this evening is this: an advertising agent is an advantage to an advertiser exactly in proportion to his knowledge and experience and to his genius in profitably applying these prime factors of advertising efficiency to the advertiser's sales problems.

MEN AND MEDIA

AT a meeting for the election of officers of the Toronto Ad Club on June 2nd, R. S. Coryell was elected president.

* * *

The Montreal *Herald* has commenced an illustrated art supplement with their Saturday edition.

* * *

John Nelson, managing editor Vancouver *World*, has been on a business trip in the East with an optimistic message as to the future of the Pacific Coast Province.

* * *

Medicine Hat *Times* recently ceased publication as a daily, and henceforth will appear as a weekly paper.

* * *

The *Inland Sentinel*, Kamloops, B.C., was recently sold by public auction, and its circulation absorbed by Kamloops *Standard*.

* * *

The *Manitoba Free Press* is now appearing in 12 page form. Various features being withdrawn owing to paper shortage which is accentuated in the West.

* * *

Toronto *Mail and Empire* recently announced that through a special service just inaugurated, readers at many points in Niagara district will receive their paper 3 hours earlier than previously.

* * *

J. Ellison Young, managing editor of St. Thomas *Journal*, was recently married to Miss Nita Fitzsimmons of St. Thomas.

* * *

Jos. T. Clark, one of the editors of Toronto *Star*, has recovered from his recent attack of pleuro-pneumonia. Mr. Clark is widely known throughout Canada and is an ex-president of C.P.A.

* * *

Toronto Saturday Night has reopened its western office in Winnipeg. F. C. Pickwell will be in complete charge of both business and editorial ends of Winnipeg branch. His territory will extend from Fort William to the coast.

* * *

Montreal *Family Herald and Weekly Star* announces a guaranteed circulation in excess of 180,000 copies. The subscriptions are all "paid in advance."

* * *

The many friends of Jas. Mackenzie Robertson will deeply regret to learn that he passed away at his home June 11th, after three months' illness, from heart trouble.

Mr. Robertson was secretary-treasurer of MacLean Publishing Co., having been associated with that firm for 27 years. The last 10 years in the above capacity. The funeral was largely attended by publishers and advertising friends.

* * *

Geo. M. Cooper, advertising manager, Edmonton *Journal*, has been spending some weeks here in the East on a business trip. Mr.

Cooper arrived in the East in sufficient time to attend the C.P.A. Convention, and intends to "take in" the Ad Club's Convention in Philadelphia before returning to the West.

Mr. Cooper is quite enthusiastic about the prospects of Northern Alberta and feels he is voicing the sentiment of Albertans as a whole when he says that the 1916 crop from the present outlook will also be an unusually large one, and the effects of real estate indiscretion is now a thing of the past.

* * *

The fine summer home of W. J. Southam, of the Hamilton *Spectator*, beautifully located on the shore of Lake Ontario, 3 miles East of Burlington, was recently burned to the ground. The loss is about $10,000.

* * *

W. F. Bilger, advertising manager of Consolidated Rubber Co., Montreal, recently spent a few days in Toronto visiting home, and a number of his advertising friends.

A. B. C. NEWSPAPER DUES INCREASED

AT the annual meeting of the Audit Bureau of Circulations held in Chicago, June 2, it was voted that the dues of dailies with Sunday, weekly, semi-weekly or tri-weekly issues be increased by charging twenty per cent. of the daily rate for the Sunday or other issue. A recommendation that weekly or semi-weekly newspapers not published in connection with a daily shall pay sixty per cent. of the six day daily rate, and tri-weeklies seventy-five per cent. of the six-day rate, also carried.

Hereafter associate advertiser members who heretofore have not had the right to vote, will have a quarter vote for each service of the A.B.C. taken. Local advertisers a so will have a quarter vote.

The directors made a plea for continued co-operation in the A.B.C.'s work by advertisers in their becoming members of the Bureau. Particular notice was given the increase in publishers' membership in Canada.

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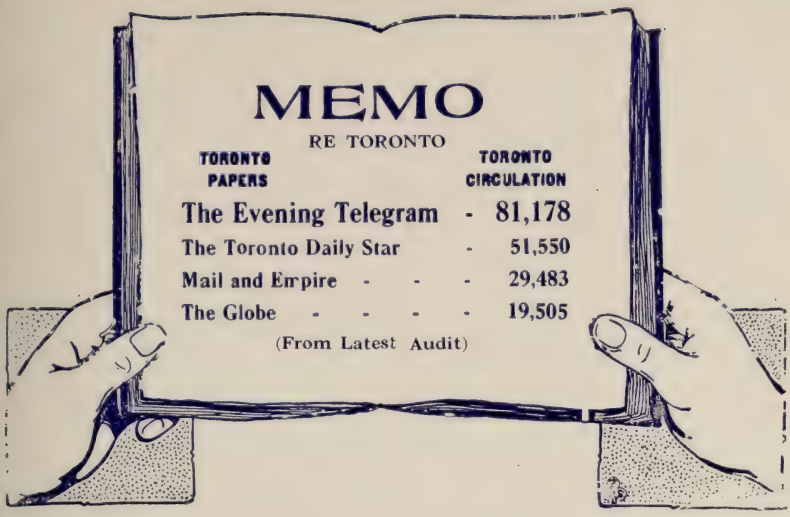

Just Put this Down in Front of You

Now, if it is the business of Toronto people you want, you can see at a glance the paper which should head your list.

And this circulation of the Evening Telegram is solid, clean circulation. The paper is sold entirely on its merits, and no premium, coupon or other inducement of any kind has ever been offered.

We will gladly send you information in greater detail.

If You Want Toronto's Business, Use Toronto's Paper

THE EVENING TELEGRAM

TORONTO, CANADA

Daily World Popular Always

WHEN The Toronto Daily World was established in 1880 it immediately caught the fancy of the people of Toronto on account of the bright, breezy, condensed manner in which the news was presented.

Friends of More Than 36 Years

"THE Little World," as it was then affectionately called, made friends at that time that it has retained ever since. This circle of friends has gradually grown with each succeeding year until "the little World" has become one of the really big papers of Canada.

World Vitally Necessary for Toronto Field

IT is very necessary to use The World for covering the Toronto field—Toronto and the nearby points—for The World has a clientele all its own, being the morning paper read by most Toronto and suburban people.

Not the Largest but Mighty Good

THE circulation of The Toronto Morning World is not the largest in the Toronto field, but it is large enough to warrant important consideration, and what there is of it is good.

Concentration In and Around Toronto

THE bulk of The Morning World's circulation is concentrated in and around Toronto, the very richest section of the wealthy Province of Ontario—the part of Canada where advertising dollars are most likely to do double duty.

The Toronto World

40 West Richmond Street, Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 JULY 1916 NO. 7

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NOW is the Time to "Plan"

JUST a few weeks and you will be in the thick of fall campaign activity.

Now, while you have more leisure, is the time to arrange fall advertising plans.

Our representatives are ready with good counsel and facts that will help you turn the tide of buying impulse into action.

Suppose you write that letter to-day, or wire

Norris-Patterson Limited

Advertising Agency

MAIL BUILDING
TORONTO

"IT'S ALL IN THE SERVICE"

PHONES ADELAIDE
2231-2232

An Oversight—Corrected

10% should be 15%

A RATHER serious oversight crept in on the getting out of the figures as given in our advertisement on this page of *Economic Advertising* last month.

The figure 10% as given therein, is, as a matter of actual fact, slightly over 15%.

There are 3,896,985 English-speaking people in Canada, out of a total population of 7,206,643. The average number of persons per family in Canada in 1911 (last census figures) was 4.7. Apply this percentage to the English-speaking population and you have 829,145 families, of which EVERYWOMAN'S WORLD now has one in every 6 and one-third as yearly subscribers who pay $1.00 in advance for our magazine, — slightly more than 15%.

The Ladies' Home Journal circulation figures were given only approximately. In cold fact there are 110,000,000 people in the United States. Allow the same percentage to the family, 4.7, and we find there are 23,404,255 families. Figuring the Journal's United States circulation at 1,509,828 (subscription plus single copy sales—their own figures) we find that they sell one to every 16 families, or 6%. This compares with our 10% for total population of Canada (or better than 15% of English-speaking families).

Is it any wonder that so generally the leading National Advertisers of Canada, Great Britain and the United States, are using EVERYWOMAN'S WORLD?

The full weight of the selling force, which is linked up with the acknowledged and proven reader demand and acceptance of EVERYWOMAN'S WORLD editorially, is at the command of National advertisers.

Continental Publishing Company, Limited, Toronto

ADVERTISE HONESTLY

SAYS THE

Association of National Advertisers

The following declaration of Principles was unanimously adopted by this Association, at Dayton, Ohio, May 5th, 1916:

RESOLVED that we, members of the ASSOCIATION OF NATIONAL ADVERTISERS are opposed to advertising of the following kinds:

All advertising that is fraudulent or questionable, whether financial, medical or any other; all advertising that is indecent, vulgar or suggestive either in theme or treatment; that is "blind" or ambiguous in wording and calculated to mislead; that makes false, unwarranted or exaggerated claims; that makes uncalled-for reflections on competitors or competitive goods; that makes misleading free offers; all advertising to laymen of products containing habit-forming or dangerous drugs; all advertising that makes remedial, relief or curative claims, either directly or by inference, that are not justified by the facts or common experience; and any other advertising that may cause money loss to the reader or injury in health or morals or loss of confidence in reputable advertising and honorable business.

RESOLVED that we recognize our own obligation as advertisers to conform to these principles.

RESOLVED that we urge upon all publishers and upon all sellers of advertising space or service, a strict adherence to these principles and that in so far as the exigencies of our individual business will permit, we direct our advertising to those mediums which make the observance of those principles their rule and practice.

The Association of National Advertisers represents the leading advertisers of America. They stand as one man behind these resolutions. They are determined to do everything in their power to

Make it Impossible for the Advertising Fraud to Live

Economic Advertising

Published in the interests of " more and better advertising "

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ADVERTISING RATES

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	Per Year		Per Year
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Back Cover	300.00	3rd Cover	225.00

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NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, July, 1916 No. 7

STRAIGHT TALKS

IN THE WAKE OF THE CONVENTION

IF only a single phase of the work undertaken by the recent Convention of the Ad Clubs of the World should bear fruit, this year's gathering must be considered a worthy achievement.

The considerable attention given the last great factor in the sale of merchandise—the retail merchant—indicates the importance of this cog in the machinery of distribution.

Time was, not so very long ago, when the welfare of the retail merchant held little or no place in the interests of the manufacturer. Merchandise was dumped on his shelves in consignments as large as he could be persuaded to permit, irrespective of how he would be able to dispose of it.

With the increasing interest in advertising, this condition slowly gave way to one quite as inconsiderate and harmful to the manufacturer; that of pushing the sale of goods to the consumer and presumably forcing the dealer to stock up.

And when the failure of such policies were repeatedly made evident, manufacturers set about to accept the dealer as his co-partner, so to speak, in the distribution of merchandise.

The first crude efforts in dealer co-operation, the supplying of dealer helps, special advertising and attractions, have advanced

Daily World Popular Always

WHEN The Toronto Daily World was established in 1880 it immediately caught the fancy of the people of Toronto on account of the bright, breezy, condensed manner in which the news was presented.

Friends of More Than 36 Years

"THE Little World," as it was then affectionately called, made friends at that time that it has retained ever since. This circle of friends has gradually grown with each succeeding year until "the little World" has become one of the really big papers of Canada.

World Vitally Necessary for Toronto Field

IT is very necessary to use The World for covering the Toronto field—Toronto and the nearby points—for The World has a clientele all its own, being the morning paper read by most Toronto and suburban people.

Not the Largest but Mighty Good

THE circulation of The Toronto Morning World is not the largest in the Toronto field, but it is large enough to warrant important consideration, and what there is of it is good.

Concentration In and Around Toronto

THE bulk of The Morning World's circulation is concentrated in and around Toronto, the very richest section of the wealthy Province of Ontario—the part of Canada where advertising dollars are most likely to do double duty.

The Toronto World

40 West Richmond Street, Toronto

afar in value and influence. Even in their final development they are insignificant beside the greater helpfulness the manufacturer and Ad Club men can be to the dealer.

Goods are not sold until they reach the consumer. Whatever service or helpfulness the manufacturer can render to make the dealer a better business man, a more successful and prosperous business man, will inevitably react to the welfare of the manufacturer. He is successful as his dealers are successful.

It is gratifying to note the advancement being made along this line by the Ad Clubs Committees, particularly the retailing accounting systems for five different lines of retailing.

When the Ad Clubs Committees can put into practice measures that will raise the standard and help remove the risks of retailing, they will have performed one of the greatest services organized business could achieve.

LOOKING AHEAD OF FALL CAMPAIGNS

THE manufacturer or advertising man can approach the preparation of fall campaigns with a greater feeling of satisfaction and assurance than at any time since war began. Never has Canada been in more sound financial condition.

Advancements made a year ago caused confidence and business optimism to abound throughout the land. But what were they compared with those of the present year?

To refer to the increase of two phases of commercial life alone will offer sufficient excuse for optimism in the coming season's prospects.

After almost a year of war and war conditions, the country took heart at the unusually favorable bank clearings of the first five months of 1915. This year the same months show an increase over last in excess of 56 per cent.

Railway earnings also during the same period last year were in a healthy state. But see them this year—during the same months—an increase of 44 per cent.

And to this must be added that Canada's prosperity is not built on the quicksands of speculation, but the solid rock of production and industry.

This year let us see more campaigns handled with the optimism of a prospering country, and the broad scope that present conditions and prospects warrant with safety.

Canada possesses not only the money and willingness to spend, but the above figures indicate that willingness is fast growing to eagerness.

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

WHAT THE A.A.C. OF W. IS ACCOMPLISHING

The President of the Associated Advertising Clubs of the World Reviews the Work of the Most Resultful Year in the History of Organized Advertising—Portion of Address Before the Philadelphia Convention

By Herbert S. Houston

WHO are we and what do we stand for and above all what are we doing that is worth doing to serve our day in the world?

We are more than 15,000 men and several hundred women who are engaged in the fundamental business of holding old markets and creating new ones. We are manufacturers and merchants and publishers; we are poster men and sign men and writers and placers of advertising; but in this organization we have one common interest, holding old markets and creating new ones.

I called this a fundamental business. And isn't it? What factory wheel would turn, or train move, or artery of commerce be kept open in any steady and healthy way unless markets were made that had to be supplied? Now markets are in human minds. And the surest way to reach human minds is through the printed, the painted and the posted word.

That is why advertising is the greatest force in holding and making markets and that explains our name, the Associated Advertising Clubs of the World. But though advertising is the chief factor in market making, every other factor is our concern. We undertake to study and standardize selling and merchandising as well.

At last, by steady and sure growth, we have achieved an organization that has both flexibility and unity, which recognizes the value of the clubs, distributed geographically, and the value of the departmentals, organized nationally on the basis of common interest. Together, the clubs and the departmentals constitute the Associated Advertising Clubs of the world, strong, united, courageous in the resolve to go forward in the spirit of service, under their emblem, the all-conquering word *Truth*.

In brief, this describes who we are. Now as to what we are doing.

SOLVING THE RETAILER'S PROBLEMS

With the clubs effectively organized we are making a head-on drive into the very center of a problem that is basic in the whole question of markets, the efficiency of the retailer, the last man in the chain of distribution between manufacturer and consumer. You will hear at this convention that our Committee on Retail Business Systems has worked out five systems, one for grocers, one for boot and shoe dealers, one for jewelers, one for druggists and one for hard-

Montreal Daily Mail

Gained over Half Million Lines in Display Advertising during first six months 1916

Total increase in paid display advertising space January 1st to June 30th amounted to 531,610 lines or 1743 columns, twice the amount gained by any other paper.

This is conclusive proof of reader confidence and advertising results.

Showing the constantly increasing popularity of Montreal's leading morning newspaper.

The Daily Mail
VICTORIA SQUARE, MONTREAL

Bear in Mind

the Edmonton District when preparing your fall campaign. In this district crop failure is unknown. Samples of well developed grain began to reach our office July 1st and indicate an abundant harvest. Farmers will, this year again, be in a position to purchase freely: with good crops Edmonton trade is assured.

Be in line to get your share. Use the

EDMONTON JOURNAL

The Leader in its Field by Every Test

"How Calgary Added $1,000,000 a Month to its Pay Roll."

A Booklet Compiled by

The Calgary Herald

Contains the story of what a great Military Camp means to the business life of Calgary, interestingly told and illustrated. Do not fail to write for this today. IT IS FREE

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

ware dealers, and that all of these systems are practically ready to go forth, under the guidance of the clubs, and do their upbuilding and beneficent work in the world.

And it is with the deepest feeling of pride, in which you will share, that I point to the fact that the men who have done and are doing this great and constructive task, and doing it without a dollar's compensation, are men of our own organization and that the men who will install these systems among retailers are men in our clubs throughout the country.

You will hear, in detail, before we adjourn, of the work of this committee; and in particular you will be greatly heartened by plans for co-operation between our committee and the Federal Trade Commission which the Hon. Edward N. Hurley of the commission, will outline at a later session.

CAMPAIGN FOR HONEST ADVERTISING

Along with this work for retailer efficiency has gone a broad campaign, advertising to the consuming public the value and service which it receives from advertising. Here, again, we strike down to a fundamental thing; in fact to the bed-rock on which markets must rest—confidence.

And this campaign has followed our years of work by precept, by persuasion, by education, and as a final means, by prosecution, to make all advertising what 90 per cent of advertising has long been —honest and believable. This range of our activities in behalf of believable advertising and honest merchandising, has been under the sane and fearless leadership of Merle Sidener and the National Vigilance Committee. It has been strengthened greatly this year by the employment of H. J. Kenner, who as executive and field secretary, has been forming Better Business Bureaus in many cities and thus enabling the clubs to carry honest advertising laws into honest advertising practice.

With all this work as a background, it was felt that the time had come when we could look our *Truth* emblem in the face and honestly advertise advertising. And what a masterful, continent-spanning campaign has gone forward under the indefatigable and able direction of Chairman W. C. D'Arcy and his committee. All mediums have been used. The first piece of copy was a message on advertising from the president of the United States.

In print and paint and poster, the truth has been borne to the public that advertising is an essential and dependable and increasingly valuable servant of the public. And in your name, let me here extend hearty thanks to all those who have co-operated so generally in this far-reaching campaign.

TRAINING OURSELVES

Now these particular activities have been directed toward retailers, toward the comsuming public, toward legislatures—in a word, from within toward the world without. But at the same time, there has gone forward a wide range of work, especially education-

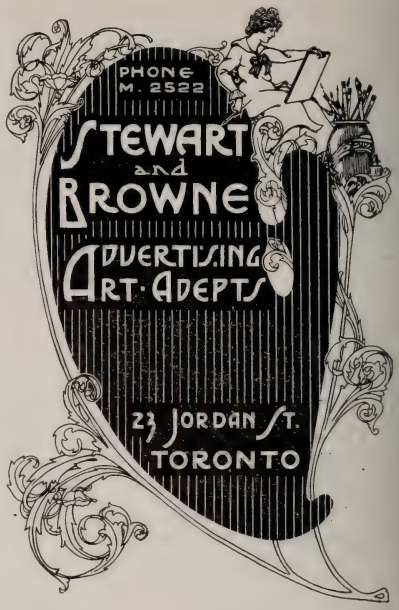
For Profitable Publicity

Advertisers Should Use
the Columns of

The Saskatoon Phoenix

THIS paper circulates through a territory of 48,500 Square miles, touching over two hundred thriving towns and villages on over 2,200 miles of railway. The people of this district are this year prosperous to an extent unknown in the history of the West. The northern part of this province is thoroughly covered by The Saskatoon Phoenix. No advertising campaign is complete without the use of this paper.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto



Highest Grade
ELECTROS
AND
STEREOS
PROMPT AND EFFICIENT SERVICE
THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

al work, inside the organization. For we stand for the belief that in order to build up general merchandising efficiency with retailers, in order to spread the knowledge of advertising with the public, in order to give the greatest power of advertising as a servant of commerce, we must ourselves be trained. So, for years, our National Educational Committee, which is made up of the chairman of the educational committee of all the clubs, has carried on a round of work through lectures and study courses and round tables; through the publication of books which are accepted the world over as authorities on advertising and selling; through work in and with colleges and universities and Y.M.C.A.'s; through an intelligent and vigorous propaganda on libraries to stir them up to serve their business communities—where is there an organization that can point, as can the Associated Clubs, to such serious and earnest work to study and classify and co-ordinate the experience and practice of its field, to the end that it may be brought into a body of well-ordered knowledge for the instruction and service of on-coming generations?

Associated with the National Educational Committee, has been the National Research Committee, which Mac Martin, with unflagging zeal, has lifted to a place of such importance and value that it has been accorded independent autonomy. As typical of the spirit of service in all the clubs, I must mention the work of the thousand men who conducted, under the direction of the research committee, a continental investigation of consumer demand on the retailers of the United States and Canada, an investigation that has been everywhere acknowledged of the most far reaching value to business.

GROWING INTEREST IN ADVERTISING

I cannot close without giving you fresh courage by telling you of the recognition for our movement and of offered co-operation that have come from high quarters. During the year, your officers have had a hearing before the Federal Trade Commission to ask that we be permitted to bring interstate cases of fraud, which would not be reached by state laws, directly before the commission. This was granted, and cases for submission will be prepared as occasion warrants, by our National Vigilance Committee. We have had conferences with the postmaster general and the solicitor of his department looking to close co-operation between post-office inspectors and our vigilance committee in all parts of the country, in order to secure the quicker detention and punishment of mail order frauds.

The Supreme Court of the United States has recently affirmed the view we have stood for in all our work, that the essence of dishonest advertising is, the dishonest offer, and that it is no defense to set up that the buyer has received full value. This decision will be a bulwark of strength in all our future efforts to make our *Truth* emblem come true.

"For the selection of mediums to carry our advertising it is

MY ADVERTISING BIBLE"

Says one of Canada's Largest Advertisers about

LYDIATT'S BOOK

"What's What in Canadian Advertising"

Desk data of every day usefulness. Over 100 pages statistics, maps, diagrams, that help solve selling problems—120 pages information about mediums, giving advertising rates, circulation, page and column size, closing dates, etc.—100 pages handy desk data about preparing copy, window displays, sampling, printing, proof reading, display types, engravings, electrotypes, etc. As indispensable to the advertising buyer as a timetable to the traveller.

MOST ADVERTISERS USE IT—DO YOU?

Not a mere directory, but a complete data and rate book for advertising buyers, published solely in their interests—absolutely independent of any publication or advertising agency. Sold strictly on its merits. Provides a ready and accurate answer to nearly every question you can ask about advertising in Canada. Third year of publication, already used by more than 1,000 advertisers and agencies. 1916—3rd annual edition. 350 pages, pocket size, leather bound. Get your copy now.

Sent Post Paid on Receipt of the Price, $2.00, by

W. A. LYDIATT, Publisher, 53 Yonge St., TORONTO.

Descriptive circular and Specimen Pages on Request.

BERLIN

CANADA

A city of big factories, prosperour workers, beautiful homes.

Berlin leads the Dominion in production of furniture, leather, trunks, leather and rubber footwear, buttons, shirts, automobile tires.

Berlin's and Waterloo's 135 industrial plants have 6500 employees, and the general advertiser who would reach these well-paid, free-spending, intelligent workers must use the

Berlin News Record

9,355

Was the Daily Average Circulation of

The Evening Record

(Windsor)

for June

Advertising Rates (Plate)

Under 1,000 lines - 3c. per line
Over 1,000 lines - 2c. per line
Over 5,000 lines - 1¾c. per line
Over 10,000 lines - 1½c. per line

John A. McKay, Publisher

The great financial interests of the country have wakened at last to the real force and value of advertising. Right now, the Bethlehem Steel Company is placing its case on the armour plate question before the people in paid advertising spaces. And to-morrow at 3 o'clock before the financial advertising departmental, Mr. William C. Van Antwerp, one of the governors of the powerful New York Stock Exchange, is to make an address on the "Stock Exchange View of Advertising," which I have reason to believe will prove to be the view in favor of honest and responsible advertising, for which we have stoutly and continuously stood.

Surely the metes and bounds of advertising now stretch to all horizons. And with this mighty growth of our field has come a corresponding growth in our obligation to make advertising a most helpful and honest and effective servant of the world.

So these are some of the things we have been doing that we have thought worth doing. And to-day we begin our twelfth annual convention in the high resolve that the past shall be but an earnest of the broader work we shall do in the future to make business, which after all is the great organized life of the world, a finer embodiment of the eternal principles of Truth on which we stand and for which we serve.

LONDON, ONT., ORGANIZES AD CLUB

ECONOMIC ADVERTISING extends its hearty congratulations to those responsible for the spirit of good fellowship and hearty co-operation which resulted in the organization of the London (Ont.) Ad Club. Such a step augurs well for advertising in Western Ontario and should be an incentive to those cities of the Dominion which have not yet taken the advantage of business fraternizing and mutual co-operation.

The officers elected to set the club in motion and insure it success are the following: President, T. P. Elliott, of the advertising staff of Smallman & Ingram; first vice-president, John J. Foote, the McClary Mfg. Co.; second vice-president, C. L Gray, Mason & Risch; secretary-treasurer, T. H. Yull, Federal Advertising Service. The members of the executive are: H. B. Muir, London *Free Press*; T. E. Walsh, London *Advertiser;* Chas. Abbott, London Motor-Sales; J. Whitehead, Valens, Limited; R. H. Dowler, clothier; Wm. Ashplant, shoe dealer; Norman Keene, Ontario Furniture Co.; E. B. Buchanan, Hydro-Electric; John Crawford, Heintzman & Co.

The general programme of the club will take the form of a series of luncheons and round table talks. The speakers at the first of these luncheons were John C. Kirkwood, editor *Printer and Publisher*, and Frank H. Rowe, manager E. L. Ruddy Co., Limited, Toronto, and vice-president of Toronto Ad Club.

MAKING THE DEALER A BETTER MERCHANT

A.A.C. of W. Plans to Promote Dealer Efficiency—Fine Model Accounting Systems Worked Out—By Wm. H. Ingersoll, Chairman of the Committee on Retail Costs and Economic Systems

YOU may wonder why the Associated Advertising Clubs are concerned in retail accounting methods, and yet the reason is not far to seek. Our interest has come about as a matter of development and necessity in the furtherance of our general activity.

We have been forced to realize the paradox that little business is big business, and big business is little business in the aggregate. The key to advertising and progress is found in the million and a quarter of retail stores stretching from coast to coast and comprising the business centers of the multitudes of cities, towns and villages. Between these retailers and the national advertiser questions have arisen as to whether it is in the interest of the retailer to sell nationally advertised products.

Again, between the public and the retailer questions as to the cost of living, the amount of profit exacted by the retailer and the wastefulness of retailing have arisen. Furthermore the whole question of advertising itself has been raised, and the charge has been brought that the billion dollars of advertising expenditures represent economic waste as an expense borne by the public in living cost. This, and other questions, representing a division of opinion have caused a warm discussion, out of which has grown, on the other hand, the feeling of dependency and community of interests. Unless the retailer is business-like, prosperous and progressive, the factories which depend upon him to deliver their products to the public cannot prosper.

These questions can never be satisfactorily answered until the information back of them is obtained by adequate accounting methods. This brings us to the point so repeatedly emphasized by Chairman Hurley, of the Federal Trade Commission, that business cannot go forward until it has a yardstick in the form of good accounting to tell what pays and what does not. Two hundred thousand out of two hundred and fifty thousand corporations are found to be operating without profit. The larger industries will find a way of supplying the lacking requisite, but the advertising world cannot wait for the vastly more numerous but loosely organized retail trade to work out suitable accounting methods.

Production and manufacture have kept up with and advanced the normal power of consumption. Competition has brought about tremendous rivalry for trade, and particularly as a result of this the world has struggled along under

increased costs of living, a rise, we are told, in ten years, of something like 40 per cent. Notwithstanding that manufacturing costs have gone down—the final costs to the public have gone up. So poor has been our machinery for getting goods to supply a need, that fish on the seashore has been used as a fertilizer, while the poor in the cities, within twenty miles distant, have gone hungry, because food costs so much. The connection between the supply and the need was so poorly geared as to throw away valuable food while people went hungry. Apples rotted on the ground while consumers were in want of fruit. The farmer receives a few cents for a bushel of potatoes which costs us dollars in the city. People are kept poor by the high cost of living, while producers cannot get enough for their products to make it worth while raising them and sending them to market. There is a missing link when it is costing nearly twice as much to sell goods as to make them.

Yet the recriminations leveled against the retail merchant wherein he is held up by his neighbors as a modern Shylock, are wholly unjustified. The retailer is not getting rich—he is failing in larger proportions than any other department of business. It is a part of the day and age in which we live, it is a part of present civilization or lack of civilization, for there is no royal road to lower cost. Only more skilful merchandising can bring such a desideratum about, and there can be no progress without intelligent information on which to base it. There has been no preparation, no training school for retailing. Society has evolved no standard methods by which the retailer might keep track of his affairs and administer his business economically for its benefit, but in this great question of distribution we are about to step from the stage of alchemy wherein blind rivalry and price-cutting, improvident expenditures, and penny-wise savings have prevailed, to one of genuine science, wherein conditions are to be known and controlled.

It is to the everlasting credit of the Associated Advertising Clubs that they have been the first great agency to recognize the need and opportunity and to grasp it in service, not alone to their own enlightened self-interest, but to that of the country as a whole. There is no interest among the activities of men that is more important than that of the retail merchant. Without him the public cannot be supplied with its needs, nor can the factories, whose products filter over the retail counters, give employment to wage earners without the retailer's support. It is no reflection upon the retailer that he has been a product of his own age, and it is to his credit that he is eager for this advancement, which is now to be followed by this organization. The individual retailer engrossed with his own affairs and operating on a small scale could not afford, and it would be a needless burden upon the public to have him, if he could, to work out individually a

suitable accounting system. One retail shoe store, for example, has about the same problems as another. Suitable accounting systems that fit one will fit another.

Last September your committee was charged with the work of devising and tendering to the retail merchants in several lines of business the best accounting systems that modern accountants and practical business men could provide. Five lines of businesses were chosen to begin upon. These were retail merchants in the following lines: Shoes, drugs, hardware, jewelry and groceries. The first of these systems is now ready and will be on exhibition during this convention in ten of the departmental gatherings. Members of this committee will be on hand to explain them. While the systems for the other lines of businesses are essentially the same in principle, we expect to have in two weeks the complete outfits for the jewelry trade, and follow that in two weeks with the system for the hardware trade. Shortly afterwards we will be prepared to take care of the needs of the druggists and grocers, and then we shall proceed with other lines such as the clothing store, the general store, etc., as rapidly as circumstances will permit.

There are two thoughts which I wish to leave with you in closing. In the first place, we owe acknowledgement for the generous and remarkable co-operation that we have received from so many quarters. The Federal Trade Commission has been most encouraging in its desire to have our systems thorough and correct in principle, and promises its endorsement when stamped with its approval. Harvard University's Bureau of Cost Accounting has given its help in working out our system for retailers, which is in reality based upon the Harvard system, and later, when these systems are in operation, we are to have their help in collecting and tabulating statistics and issuing helpful reports to those who use our systems.

Most of all, perhaps, we are indebted to the Association of Certified Accountants, for rendering without charge in working out these systems the kind of service which cannot be bought for money.

Finally, retail dealers representative of the trade bodies for whom the systems are designed have been most helpful in criticizing and giving the benefit of their experience, and to the members of my committee I owe a debt of thanks, because they have come from distant states to hold meetings at all hours of the day and night and to apply themselves to the knotty questions involved in our work.

As before stated, the first of these systems is now ready. We have not only worked out the methods by which the retailers may keep track of their affairs, but we are actually in a position to furnish them the necessary forms and instruction books, and further with the co-operation of the public accountants, to assist them in installing the system and commencing the operation. We must

all appreciate the greatness of the undertaking which our organization has entered upon and to which this convention gives its support by carefully examining the work which is now being done.

We are going to contribute something of value to the advertising movement—something of value to the welfare of the retailer, but most of all something to assist every little merchant in the operation of his business, so that he may successfully meet the competition of larger results and thus preserve the democracy of business.

Some men get their advertising while they live; others after they are dead.

The best looking advertising usually leads one to the neatest looking store.

A good ad is one that sells goods no matter what your personal opinion of it might be.

You are proud of the goods you sell. Be as proud of the advertising that sells them.

The consumer may buy the first time on advertising, but he buys the next time on satisfaction, or not at all.

If advertisers would spend more time analyzing their advertising before it is printed, and less time regretting afterward, its effectiveness would increase by leaps and bounds.

NEW ADVERTISING IDEAL

Confidence is the First Requisite in Business

HOW far we have departed from the conception of the nature of advertising which once held sway even among perfectly honest men may be judged by the emphasis put upon truth and righteousness at every gathering of the welcome guests Philadelphia is now entertaining. There was a time, and not so very long ago, when exaggeration, if not positive misstatement, was expected in advertisements. The language of indiscriminate praise was supposed to attract a public that the plain fact would leave unmoved. Of course this policy was fatal to its object. Confidence is the first requisite in business, and this the old-time method tended to destroy. Some conservative houses made a boast of never advertising, the implication being that this was proof of their reliability. It has been a hard fight to discourage the tendency to make claims in print that could not be substantiated at the counter; but it has been won at last. . . . In one sense an advertisement that is half true is harder to deal with than one wholly false. Actual fraud can be punished by law. The subtler forms of deceit can often be reached only by moral suasion. It is for their energy in opposing these that the advertising men deserve particular credit.—*Philadelphia Ledger.*

RECENT ADS—GOOD AND OTHERWISE

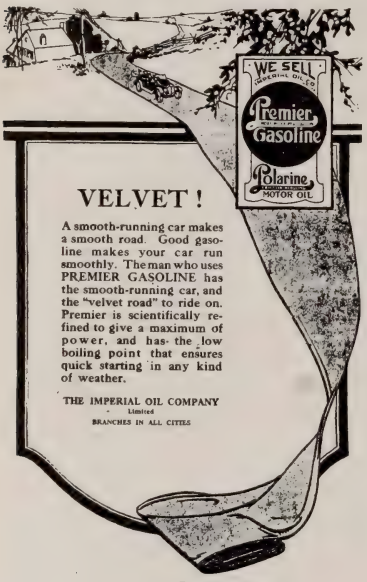
By The Captious Critic

IMAGINE the joy of the velvet glide!

Imagine the comfort and freedom from a rattling engine!

Surely the "Premier" ad points the way to the autoist's paradise.

Each of the ads in the "Premier" series have been unusually interesting and attractive, but this


WE SELL
IMPERIAL OIL CO.
Premier
Gasoline
Polarine
MOTOR OIL
VELVET!
A smooth-running car makes a smooth road. Good gasoline makes your car run smoothly. The man who uses PREMIER GASOLINE has the smooth-running car, and the "velvet road" to ride on. Premier is scientifically refined to give a maximum of power, and has the low boiling point that ensures quick starting in any kind of weather.
THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES

Excellent Comparison

recent effort gets down to the root of human desires in a novel way. There is logic and conviction in this sort of copy. We can picture many pleased customers and enthusiastic dealers as a result of the appearance of this "Premier" ad.

* * *

It is one thing to possess foresight and imagination to grasp completely market possibilities, and quite another to muster up the will to tackle them so thoroughly, and the intelligence to use such strategy, as has been accomplished in the O'Keefe Ginger Ale campaign.

Though the market which this campaign endeavors to capture will not be in existence for another two months, large space is being consistently used to get the public in readiness when the day of acceptance arrives.

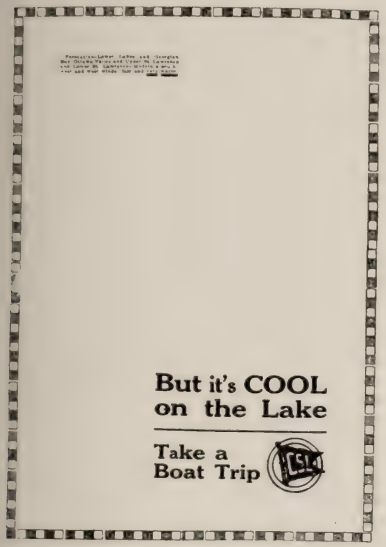
The lack of reference in any way to the liquor problem is a very important point, as is also the constant attention and prominence given to the bottle and other identifying features.

The O'Keefe Ginger Ale Campaign is convincing testimony that

Who's likely to refuse

man is master of his own destiny and that markets go to those with the foresight, will and determination to see them and pay the price to get them.

* * *



Persuasive but indefinite

There is absolutely no getting away from the impressiveness of Canada Steamships Company's "Weather" advertisement. Prospects or non-prospects could not miss the suggestion and persuasion of this short but pointed appeal based on the weather probs. at top of ad.

In one way only can this ad be improved, and that is by a more definite close. Not everyone may know the trade mark stands for Canada Steamship Lines, and at any rate people are prone to easily forget. If the advertisement had directed the reader to some definite wharf and some definite boat or boats, giving some definite time and possibly price, considerable strength would have been added to the influence of this advertisement.

* * *

Well, I see the Grand Master "Dust-Raiser" is still in our midst. Whether he is blowing smoke or raising dust, or creating barbed wire entanglements, does not matter. The illustrated part of the advertisement is really the best there is in it.

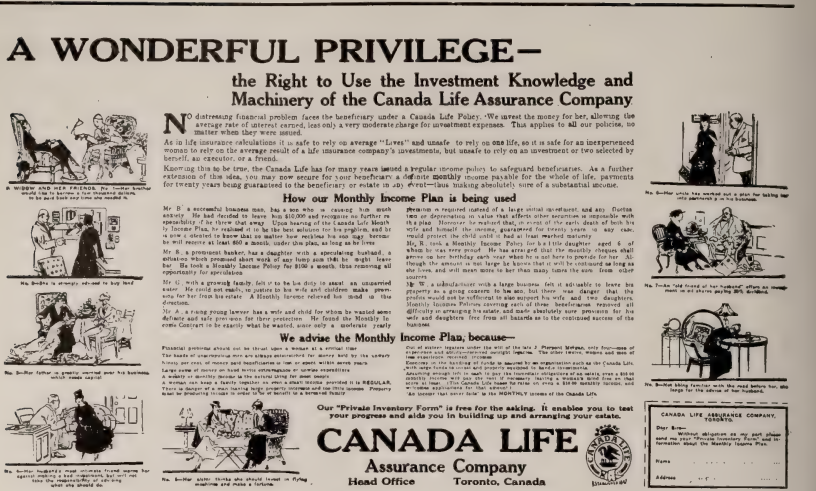
The point is, why continue to tell the public the dealer is not getting a fair chance to make a living profit? There is no doubt whatever that the first time this ad appeared the average reader would take the point of this advertisement in good part. One can easily imagine him assuming the smile of the man in the ad and

GRAND MASTER
BLUNTS
4 for 25¢
EQUAL TO MOST 2 for 25¢ CIGARS
Some Tobacconists will try
to sell you other brands—
WHY?
Simply because there is less profit to
them on "Grand Master" at 4 for 25c.
S. DAVIS & SONS, LIMITED, MONTREAL
"Makers of Fine Cigars for over Half a Century"

Few would wish to be accessories to such thievery

chuckling to himself with the enjoyment of "putting one over" on the dealer.

But a joke is a joke. And its life at best is but a few short


A WONDERFUL PRIVILEGE—
the Right to Use the Investment Knowledge and Machinery of the Canada Life Assurance Company
No distressing financial problem faces the beneficiary under a Canada Life Policy. We invest the money for her, allowing the average rate of interest earned, less only a very moderate charge for investment expenses. This applies to all our policies, no matter when they were issued.
As in life insurance calculations it is safe to rely on average "Lives" and unsafe to rely on one life, so it is safe for an inexperienced woman to rely on the average result of a life insurance company's investments, but unsafe to rely on an investment or two selected by herself, an executor, or a friend.
Knowing this to be true, the Canada Life has for many years issued a regular income policy to safeguard beneficiaries. As a further extension of this idea, you may now secure for your beneficiary a definite monthly income payable for the whole of life, payments for twenty years being guaranteed to the beneficiary or estate in any event—thus making absolutely sure of a substantial income.
How our Monthly Income Plan is being used
We advise the Monthly Income Plan, because—
Our "Private Inventory Form" is free for the asking. It enables you to test your progress and aids you in building up and arranging your estate.
CANADA LIFE
Assurance Company
Head Office Toronto, Canada
CANADA LIFE ASSURANCE COMPANY, TORONTO.

Making good use of story form

hours, particularly when it is such a one-sided joke as presented here. It is against the grain of the average human being to continue to see anyone suffer under their advantage. Such an appeal as this may be all right for one insertion, but its continued appearance is bound to make it unpopular.

If the S. Davis & Sons, Limited, want to let cigar smokers know that they and their dealers have come to an understanding that they will forego a certain amount of profit on individual sales so that greater quality can be put into the product, for goodness sake tell them so from a different sort of an angle than that being used at present.

* * *

From time immemorial it has been a human weakness to enjoy a good story. Even yet the adolescent maiden will sit up all hours of the night propped against the pillows just to find out how it really ended, or the youngster rest from his wood chopping to finish that desperate tale in the yellow book he didn't want mother to know he possessed.

Such is the almost uncontrollable human desire played upon in the Canada Life advertisement. The illustrated story that runs around this advertisement rivets the attention of all who see that page. In spite of the fact that this is a business matter; in spite of the fact that there is an enormous amount of copy; it is doubtful if any who saw this advertisement did not read it through from beginning to end.

That is saying quite a lot, for it can be safely left to copy such as this to accomplish the purpose of advertising.

———

After all, advertising is just putting common sense thoughts on paper.

SELLING THE FARMER THROUGH CONSTRUCTIVE MERCHANDISING

How One Retailer Does a Business of 60,000 a Year in a Village of 300—By E. B. Moon, of Lakeville, Ind.

ONE of the outstanding features of the Ad Club's Convention was the series of talks by retailer E. B. Moon, of Lakeville, Ind.

Mr. Moon does an annual business of $60,000 a year in a village of 300 inhabitants, ten miles from South Bend. Farmers' wives drive into South Bend through Lakeville to sell their eggs, and then back to Lakeville to spend their money. Constructive merchandising methods form the secret of his success, the speaker said. He has his store departmentalized, so that he can record accurately which of his sixteen departments are paying, and which are not. He has a cost-accounting system whereby at the end of each day he can tally sales from each department. Moreover, he does not feature in his window goods that his customers may be supposed to want, but "merchandise that I want them to want."

The problem of distribution is one of the great big problems still confronting us. General discontent with methods of distribution has manifested itself at different times for a period of years. Granger stores established four years ago were only a manifestation of discontent with the existing methods of distribution. The farmers owned the stores, and it was an attempt to shorten the route between producer and consumer.

Yet it is true that the retail merchant is the natural distributor of goods. The consumer likes to go into the store and look at goods before purchasing. He likes to go into the store and look at goods for suggestions. For four thousand years this has been the accepted method of distribution of the bulk of the goods at retail. None of the efforts so far made to improve upon this have been really successful.

Last year—in the year 1915—more than 22,000 merchants in the United States failed in business; more than nearly twice as many as in 1914 or any previous year.

An analysis of the reasons why of these failures develops some interesting facts. The commercial reports charge a large percentage of these to incompetence.

ATTRIBUTES OF SUCCESSFUL RETAILING

The retail merchant must be a good buyer, must have a fit place in which to display and sell his goods. The store must be clean, inviting, light and cheerful; his clerks must be trained. They must know the goods, and know the arts of salesmanship. They must sell the goods in the spirit

of service, kindness, hospitality and mutual interest.

Advertising is the modern way of selling goods. Nationally advertised goods are a life-saver to the retailer. The farming community has been educated to it. The farmers are beginning to expect it, and yet the retail merchant who has been in business for any length of time knows practically little or nothing about writing copy; first, because he knows little or nothing about the science of salesmanship. He has the conception that advertising is selling goods at a cut price; his local competitor has the same idea. For some reason he has been educated to that belief, and has not learned that salesmanship is selling goods at a profit, and that advertising is salesmanship on paper. Is it any wonder that 22,000 such merchants failed last year?

The local retailer's personality is a factor, and yet the mail order houses with all these handicaps have gone right out into the country districts and sold goods right under the nose of the country merchant. Why? Through the power of advertising; salesmanship on paper, with well prepared catalogues that display the goods attractively; with descriptions that are compelling and that answer the questions "why"—"what"—"when" and "wherefore"; that have gotten the business.

Last year the wholesale business of the city of Chicago, it is said, fell off 10 per cent. The mail-order business in this city increased 10 per cent. This change in distribution has affected not only the retailer, but the wholesaler. It is something in which he and the manufacturer who sells to the dealer and through the dealer are vitally interested, and it is a subject in which they shall be more vitally interested, else there will be greater slumps in the business of both of them.

INFORMATIVE COPY NEEDED

So, after all, this one great big problem of selling goods to the farmer is an advertising proposition—an advertising problem. Now, there has been much criticism that the country merchants don't do more advertising; that this is why the business is going to the mail order houses.

The truth of the matter is that all nationally advertised goods are not always advertised. Publicity advertising is not effective with farmers. It doesn't tell them anything. There is too much publicity copy, and not enough of the kind that has helped the mail-order business to cut into the country merchants' field. We have got to have informative copy, if we expect to cope successively with the mail-order houses. Give us selling copy—that's what we want.

A salesman for a flour company who heard that I favored advertised goods came into my store one day and asked why it was I didn't handle his line.

"I've never had any call for it," was my reply.

"Well, it's heavily advertised," he offered. "The advertising certainly ought to have made a call."

I turned to my father and asked him if he had ever had a call for the flour. "Never since I've been here, since '67," my father answered.

Nevertheless, I gave the salesman a large order, for a ton or so of this flour. I showed it to my clerks, told them about the advertising, and that I wanted them to sell this flour. Several days later I found that we hadn't sold a sack of the flour. I asked the clerks about it, and they said they couldn't sell it. "Next time you have a flour customer," I said, "I think I can sell some."

Pretty soon I had my chance. A young woman came in, wife of a well-to-do neighboring farmer. I knew her as one of the best cooks around: graduate of a school of domestic science, etc. I showed her a sack of the flour and she said, "I think I have heard of that flour. What do you know about it?"

"Best on the market," I said.

"Will it make pie-crust?" she asked. "I'm not sure!" said I. "Good cakes?" she asked. "Guess so," I said. I called up my wife and asked her. She said she wouldn't advise my customer that it would make good pie-crust or cake, but said it made the best bread and biscuits in the world. So I told the customer this: "Well," she said. "We've got a lot of extra hands just now. I've got to have a combination flour Give me 500 pounds of the old kind."

The next customer I interviewed had never heard of the flour. I looked up one of the ads; saw a picture of a pretty girl, a sack of flour and—"Eventually—Why not now?"

That ad didn't tell my customer what she wanted to know about the flour. I didn't know. That's one time when a nationally advertised article was not advertised.

A white lead paint was being advertised with no specific information attached in a farm paper. I asked a clerk to keep tabs on the inquiries. In thirty days there was no call for this paint. I then asked a competitor if he had had any calls for the goods. The competitor had—the previous year. "Did you make a sale?" I asked. The competitor didn't have it.

JUST POULTRY AND EGGS

I note that some pages are occupied in this convention programme in telling us that Philadelphia's factories produce $1,000,000,000 worth of goods each year. That is a lot of money. But do you know that the farmers' wives in this country are taking in a billion dollars a year on poultry?

An automobile salesman came into my store one day and asked if such-and-such a farmer down the road would buy an automobile.

"Not in a million years." I said —"but his wife will."

It was 11 o'clock when that man left my store. At 12.10 he was back with a check for the machine. He said he'd found the farmer's wife sitting at a table with a lot of automobile catalogues spread in front of her. She was looking at this particular salesman's house's catalogue. He sat down and talk-

ed to her about it. In fifteen minutes he had the check. A few days later they stopped at the store to buy some things, having just been in to South Bend to sell her eggs. The old man was driving the new car.

"Good machine you've got," I said. "Cost a heap of money," grumbled the old man. "Oh," says the wife, "I paid for it out of my egg money."

COMMON-SENSE MERCHANDISE

My competitor called one day and noticed a window display of paint. "That's a heap of paint you've got there," he remarked. "You'll never sell it in a hundred years." Some weeks later he dropped in again. "Where's all that paint?" he asked. "Sold," was the reply. "This is how I sell 80 per cent of the paint in that community to his 20 per cent," said Mr. Moon. "I sell it to the farmer's wife; not the farmer. Early in the spring I go around with my color charts and ask the farmer's wife what color she likes for her house. Later in the spring she says to her husband—"John, we've got to have the house painted." She has her color all picked out, and I'm the only one who has that color in stock.

The farmer of to-day is a capitalist. He has changed almost over night, and that is the most important message I have to bring to you: this rapid change which has been wrought among the farmers of the United States is in their methods of living—their environment, in their new and better conceptions of life.

WHERE SHREDDED WHEAT IS RAISED

AN Indianapolis school teacher asked her class of nine-year-hopefuls to name the chief agricultural products of the North Central States. John headed the list with Shredded Wheat.

"Where is that raised?" she asked with surprise.

"Up at Niagara Falls," he said, with oodles of confidence.

She was a good enough scout to tell him that if he could not study his geography lesson at night, he was better off reading advertisements than reading nothing.—*Associated Advertising.*

The newest thing under the sun in advertising circles is *Khaki Life*, a weekly published by the boys in khaki at Camp Borden, under the auspices of the Camp Borden Athletic Association. The first issue appears July 20, and long before closing date the available advertising space was filled up. In fact the demand for space has been so great the paper will be increased to eight pages with its second issue. To quote the Association's own words, the distribution of the magazine will be among "the 40,000 officers and men in the camp—to say nothing of the general public to whom the paper will be sent outside the Camp. Contracts for advertising space will be made for the duration of the present camp."

SECRETARY STOKES AND PRINTERS' INK EXPRESS OPINIONS

Suggests Publisher Should Spend Not Less Than One-Fifth of Advertising Revenue for Editorial Matter—Americans Resent Idea of Magazine Tax—Submit It Would Be An Aggravation

AMONG the numerous comments made upon the address published in the last issue of ECONOMIC ADVERTISING regarding the competition in Canada between Canadian and American magazines the following two will be of interest to Canadian advertising men in that they present the trend of opinion both on this and the other side of the line.

This question of improving the position of Canadian magazines in relation to foreign publications circulating in Canada is as vital to the manufacturer and advertising man as it is to the publisher. Not only is it the privilege but the duty of advertising men to offer whatever moral or other influence is necessary to ensure the position of power and influence in Canada which is the natural birthright of Canadian publications.

"*Editor* ECONOMIC ADVERTISING:

"I have read with considerable interest your address on 'Putting the Brakes on American Competition with Canadian Magazines,' reprinted in ECONOMIC ADVERTISING. It was refreshing to see the question treated from a novel angle, and for once the nail was hit squarely on the head.

"When Canadian publishers bewail this competition they are apt to regard it as curable only by a tariff on American periodicals, and the readers' preference for the American periodical as wicked and unnatural. The whole 'Made in Canada' movement has one weakness that is reflected forcibly in this present instance, namely, the organizers of the campaign have always assumed that we should buy Canadian-manufactured articles from pure sentiment, *irrespective of price and quality*. Everyone admits the force and logic of the 'Made in Canada' idea; but we are not going to be poked off with any shoddy article merely because it is made in Canada.

"The Canadian publisher submits many reasons why he cannot turn out so good a magazine as the American publisher. Some of these you quote. Granting that where there is an enormous circulation there will be superior editorial contents, can we reverse the proposition and say that where the editorial programme is such as to turn out a high-class magazine the circulation will come of itself? It may not—always— but it is likelier to do so. The Canadian magazines do not suffer in regard to advertising support. Large Canadian advertisers are

using their pages consistently, and so are many United States advertisers with no branch organization in Canada. I think the fault of the Canadian magazine is that it uses its editorial columns merely as a device to obtain advertising revenue, starving them just as much as it possibly can, instead of coming to recognize the fact that no magazine circulation is stronger than the attractiveness of its reading matter.

"And is there a big enough public for a high-grade Canadian magazine? Well, the *Saturday Evening Post* has a circulation of approximately 2,000,000 in the United States, the *Cosmopolitan* of 1,000,000 and *Collier's Weekly* of 840,000. This is equivalent to respectively 20, 10 and 8 in every thousand of the population. On the same basis, a good trio of Canadian magazines could command circulations of 150,000, 75,000 and 60,000. A publisher with 150,000 circulation could afford to put out a very good magazine, both mechanically and intellectually.

"By 'Canadian' I mean a periodical that is the product chiefly of home talent—not the second, third or fourth year's serial rights of American or English fiction or clipped articles from American or English publications. There is no dearth of good writers in Canada; but the majority of them write for other than Canadian publishers. The average Canadian magazine pays poor prices for contributions, with the natural consequence that any writer of ability soon seeks the more remunerative American market, and comes back to his own people with a U.S.A. brand. But notwithstanding the limp and weary editorial fare provided by the average Canadian magazine (with the exception of the farm journals—give them the credit, they *are* good) the advertising columns seem to be able to sit up and take notice.

"My suggestion is that no Canadian magazine should pay its contributors less than one-fifth of what an advertiser pays for the same space per inch. This would not attract writers of the Irvine Cobb or Rudyard Kipling calibre, truly, but it makes writing for Canadian publications more of an inducement for the Canadian author. Once the standard of editorial contents is raised, and the publishers take pains to let Canadian readers know it, circulation will follow—and that without premiums or pianos given away or circulation contests.

"Yours very truly,
"Charles W. Stokes,
"Secretary Calgary Ad Club."

Mr. Stokes' allotment of one-fifth of advertising revenue for editorial purposes is a fair and commendable one. It possesses a definiteness of possible expense that alone would have a marked effect on the output of the editorial rooms.

PRINTERS' INK RESENTS IDEA OF TAX

Our friends across the line are of the opinion that a tax on foreign competition would be a useless burden on Canadian readers and

that existing competition can only be remedied through editorial improvement. Following is their comment in the form of a recent editorial:—

"The 'drastic measures' suggested to stop American competition consist briefly of the erection of a tariff wall on the international boundary, behind which the Canadian publishers may improve their publications by making them more like those from the United States. The assumption is, of course, that the man who lives north of the boundary is in some mysterious way a different sort of individual from the man who lives south of it. The fact that he owes allegiance to a separate government seems to imply that he must react to a separate set of ideas. The figures given by Mr. Imrie ought to be sufficient refutation of the theory.

"Canada has a number of excellent newspapers, several very strong and able trade publications, and a few general mediums which are in a healthy state of growth. Insofar as they reflect the peculiar spirit of Canada and appeal to the Canadian temperament, they will inevitably supplant the publications from the United States—assuming that the latter really represent an alien point of view. But we fail to see how an import duty can help. It would serve only to tax the Canadian reader by increasing the price of the American publications. It should be remembered that the extra postage on publications which are sent second-class from the United States to Canada already constitutes, in the majority of cases, a much heavier tax than the five and seven-and-a-half per cent. *ad valorem* suggested by Mr. Imrie. Again the figures quoted above are eloquent.

"We are not by any means claiming that Canadian publishers cannot or ought not attempt to compete with publishers in the United States. They can; they ought; and many of them are successfully doing it. But the two countries are too closely allied in ideas, in ideals, and in business enterprise to make a tariff wall against each other's ideas anything but an aggravation. A tariff on iron and steel, or dyestuffs may be practicable and desirable, but a tariff on ideas is indefensible."

It was not to be expected the American viewpoint would favor anything detrimental to American interests. The point for Canadian publishers to decide is whether the present "aggravation" of overwhelming competition shall continue so one-sided. Editorial improvement is suggested in the address and the above comments will go a long way. But Canadian publishers would be quite within their rights, considering the whole situation, to expect governmental assistance in the form of a tax without any misgivings as to the result of the suggested "tariff on ideas."

MONTREAL MAIL MOVES TO LARGER QUARTERS

THOUGH less than three years in their comfortable offices at 4 and 8 Beaver Hall Hill, owing to constantly increasing business the Montreal *Daily Mail* has been forced to secure larger quarters and has recently moved to its new five story building at the corner of Victoria Square and Craig Street.

It is reported that within the first year of its publication the *Daily Mail* advanced to one of the top positions in the morning English field in its territory. Not only has it been able to maintain its advantage, but to make increases in circulation, ninety per cent of which is within the limits of greater Montreal.

The net gains made in display advertising space during the first six months of 1916 total 531,610 lines, or 1,743 columns of paid-for display advertising at regular card rates. A page of classified advertising of the pure want variety has also been developed within the last year.

The return of prosperous business conditions not only in Montreal, but in the entire Dominion, is reflected in the figures quoted. The unusual progress made by this newspaper during the period when the Dominion of Canada has recruited 350,000 men for the great European War, which has consequent reflection on the entire business world, and which was responsible for a reduction of the gross output of newspapers throughout Canada, shows to what a remarkable degree of efficiency the modern newspaper has attained.

The new home of the *Daily Mail* affords ample space for growth. The ground floor of the building, which is half basement construc-

tion, will be used for the press room. The main offices are all located on the first floor. The second floor is devoted to the editorial and reportorial departments and telegraph rooms. The composing room, ad alleys and battery of linotype machines are on the third floor. The fourth floor is devoted to stores and supplies.

The first Serbian paper ever to be published in Canada is "The Serbian Herald," recently issued at Welland, Ont., Spiro Hutalarobich is publisher and Mitchoun Pavitchevitch editor.

THE DIVERSITY OF THE FARMER'S NEEDS

From An Address by C. A. Taylor, Publisher of Farm Life, before the Philadelphia Convention

WE used to think that life on the farm was simple, and that life in the city was complex. But now we know that just the contrary is true.

We might better say that urban life is complex for the mass, but simple for the individual; while rural life, simple enough if taken as a whole, is highly complicated for the individual.

The city man, whether he drives a team, or runs a machine, or balances a ledger, or solicits advertisements, is a specialist. He has one line to learn, one thing to do. He has been frequently called a cog in the vast social machine.

The farmer, on the other hand, is almost the whole machine. He does not have a host of co-laborers each one performing some separate task in the operations of the farm. He must be both buyer and seller. He must produce raw materials, manufacture and distribute. He must plan and carry out plans. He must finance his own plant, earning the funds and directing the expenditure.

Even the simplest farm operation is co-related and dependent upon a score of other widely different operations. If a farmer plows a field for corn, he finds himself involved in intricate processes. For the corn crop itself, he must provide seed, tools for cultivation, facilities for gathering, cribs for storing, etc.

To drive the plow, he must have a team, and this team must be fed. It will require at least oats and hay. Oat culture is different from corn culture, and it requires mainly different machinery. The hay, again, presents many new problems.

The farm is a little world—a unit of civilization in which of necessity a complexity of duties and interests fall upon a single family. The tasks may not be separated and allotted, detail by detail, to different individuals. Every labor is a part of a sequence, stretching back into the past, bringing its reward in the future.

If we could stop to compare the farm and the city home, we would find the contrast even greater. The farmer must provide his own utilities, whereas the city man has only to pay for them. But this is the smallest part of it. The city home, as a rule, is entirely separate and distinct from the office, or factory, or place of business. But the farm home is the very heart of the farm. All the operations are carried on from this central point, and the farthest corner of the farthest field, and what is grown or pastured thereon, is a matter of direct concern to every member of the farmer's family. The farm paper must reflect the farmer's life as a whole. It cannot take the place of the

(*Continued on Page 32*)

MEN AND MEDIA

H. C. SLEMIN, formerly advertising manager Yawman & Erbe Manufacturing Co., of Rochester, is now managing director of their Canadian organization, the Office Specialty Co., Limited, at Newmarket.

* * *

Norman S. Rankin, General Publicity Agent of the Department of Natural Resources, C.P.R., Calgary, Alta., has received a Lieutenancy in the Canadian Expeditionary Forces. Mr. Rankin will be remembered as the founder and first president of the Calgary Ad Club.

* * *

Owing to the appearance of an article urging that no further Canadian troops be sent to Europe, Sault Ste. Marie (Ont.) *Express* has been suspended for a period of three months and all copies of the issue of the *Express* containing the offending article have been destroyed. C. N. Smith, editor of the *Express*, is suing the Post Office Department for $50,000 damages for refusal to transmit his newspaper through the mails.

* * *

F. H. Flin, formerly advertising manager of the Saskatoon (Sask.) *Phoenix* is now in charge of the advertising department of Winnipeg *Saturday Post.*

* * *

The Berlin Deutsche Tageszeitung, the chief supporter of the German submarine campaign, and which held the distinction of being the only German newspaper to show a profit during the first five months of the war, has finished the fiscal year 1915-1916 with a loss of 87,000 marks, or approximately $22,000.

* * *

Owing to the present stress of war conditions, and of the apparent diversions of various war necessities of former support, the publishers of *Church Life* have deemed it wise to suspend publication until after the war.

* * *

Cesare, whose cartoons have added distinction to the New York *Sun*, joined the staff of the New York *Evening Post.* Such an innovation in one of the most conservative newspapers of the country provides not only a most interesting bit of newspaper news, but also applies a marked tribute to the artistic and technical skill of Mr. Cesare. The New York *Evening Post* has the reputation of being a merciless critic in the field of art.

* * *

Herbert S. Houston, President of the A. A. C. W., received the honorary degree of Master of Arts from the University of Pennsylvania June 21st.

* * *

The Dominion War Department has notified newspaper offices in Buffalo that each edition of all American newspapers will be rigidly examined by officers of the Canadian Militia. It is announced that in every instance where war articles appear that are detrimental

to the welfare of Canada, circulations will be stopped.

* * *

The eighteenth annual convention of the International Circulation Managers' Association was held in Grand Rapids, June 20th, 21st and 22nd. Among the officers elected for 1915-1916 were J. N. Chevrier, *Le Devoir*, Montreal, President; J. R. Henderson, Montreal *Gazette* and W. L. Argue, Toronto *Star*, Directors; W. R. Elder, Toronto *Telegram*, Chairman of the Audit Committee.

* * *

The Phoenix (B.C.) *Pioneer*, after a service of seventeen years, has suspended publication. The late publisher, Gilbert Kay, had been connected with the paper for 14 years.

* * *

Andrew E. Murdock, formerly advertising manager of St. Catharines *Standard*, was recently married to Miss Hattie Cook, also of St. Catharines.

* * *

J. A. Yauker has succeeded E. J. Hoover as advertising manager Winnipeg *Free Press and Prairie Farmer*.

* * *

Richard Skuce, formerly with Montreal *Herald*, died from wounds received recently in action at the front. He was a cousin of the cartoonist of the Toronto *Sunday World*. Mr. Skuce was a very promising artist himself and for some time drew the "funnies" for the comic column of Montreal *Herald*. Later he was with the advertising department of the G.T.R.

* * *

The Regina *Prairie Farm and Home* has advanced its subscription price from 50c. to $1.00. New special features have been added to the publication's editorial programme, some of which are of feminine interest.

* * *

John Russell, assistant business manager of the Moncton (N.B.) *Times*, is reported seriously ill.

* * *

Lorenzo Prince, one of the best known newspaper men of Montreal and former managing editor of *La Presse*, was recently sworn in as Deputy Coroner, to succeed the late Deputy Coroner Biron.

* * *

J. S. Brierly, formerly managing director of the Montreal *Herald*, together with Mrs. Brierly and their two children, have returned home from California, where they have spent the winter.

* * *

Lethbridge *Daily Herald* recently issued a special Saturday Supplement summarizing the growth, development and outlook of Lethbridge.

The Supplement was printed on special s.c. book, and was profusely illustrated with typical illustrations in half tone.

Though restrained enthusiasm is apparent throughout the supplement, one cannot help feel that Lethbridge must abound in richness of accomplishment, prospect and natural beauty.

What constitutes a most eloquent testimony of their ability to satisfactorily handle color work, is the portfolio of recent covers and color advertisements issued by *Canadian Home Journal*, Toronto. Color is nature's way of influencing the senses, and it is indeed gratifying to note the improvement that a number of Canadian publications are making in the handling of color advertisements. When the standard reached by this portfolio is achieved and maintained more generally in a publishing field, color advertisements will become a practical and economic possibility for advertisers in general.

* * *

Norman O. Mick recently severed his connection as advertising manager of the Cobalt *Nugget* to accept a similar position with the Winnipeg *Evening Tribune*.

THE DIVERSITY OF THE FARMER'S NEEDS

(*Continued from page 29*)

newspaper and the story paper, and these cannot take its place. It must be practical, because the farmer himself is the most practical of all men. I can remember what fine scorn I had as a boy for the city cousins who could not ride horses or pitch hay; and even to-day the farmer feels a slight contempt for the men who cannot do things with their hands.

As farm publishers, we are rivals and competitors only in the most limited sense. In the larger way, what is good for me is good for you. If you make your paper better than mine, then I must work all the harder to keep up with you. The result is that the farm-paper field, as a whole, is elevated. We must all try to keep up with the leading man—or keep in sight of him.

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AT the head of your list of papers, if you want Toronto business, you should put The Evening Telegram. It has a daily average circulation, in Toronto, of over 25,000 greater than the next paper, and this circulation has been secured, and this lead is maintained, without the use of coupons, premiums or other means of forcing circulation.

How They Stand

PAPERS	Total Circulation	**Toronto** Circulation
The Evening Telegram	87,063	81,178
Toronto Daily Star	98,571	51,150
Mail and Empire	71,390	29,483
The Globe	86,391	19,505
The Toronto World	42,248	27,583

(From Latest Audit)

If you want Toronto's Business Use Toronto's Paper.

THE EVENING TELEGRAM

TORONTO, CANADA

MACLEAN'S MAGAZINE

August 1916

The Maclean Publishing Co., Limited, 143 University Ave., Toronto, Ont.

Robert Bickerdike, Esq., M.P.
of Montreal, writes:

"Permit me to congratulate you on the great good work you are doing for Canada with your valuable newspapers. They are all good. *The Financial Post* is the best financial newspaper published in Canada. **But I must specially mention your MACLEAN'S MAGAZINE. It is certainly filling a long felt want in this country among our Canadian families. It is a clean magazine, and in time, will be read by most families in both Canada and the United States."**

IT is *you*, a space-buyer, that we want this commendation of MACLEAN'S MAGAZINE to impress. Mr. Bickerdike's volunteered and spontaneous testimony to the success attending the Editor's effort to make MACLEAN'S so good and so truly Canadian, and so clean and decent that it will become the *preferred* magazine in every Canadian home, is extremely gratifying to the publishers of MACLEAN'S. This same kind of testimony reaches us by almost every mail from substantial citizens in all parts of Canada.

THE OUTSIDE POINT OF VIEW

THE outside point of view—the manner in which MACLEAN'S MAGAZINE is regarded by its readers and subscribers—is of first importance to you, a space-buyer, in estimating its worth as a medium for your publicity. Very probably your own judgment of MACLEAN'S agrees with that of its subscriber-readers, and it so, then we confidently expect you to include MACLEAN'S in your autumn programme.

AUTUMN PUBLICITY PLANS

FOR covering Canada with a single medium, and for backing up trade and local-medium advertising, MACLEAN'S MAGAZINE is most certainly a good and wise "buy." With it you accomplish something not possible at equal cost in any other way.

The Cost?—A full page (7¼ x 10) for 12 insertions costs $918 ($76.50 a month; and a half page for 12 insertions costs $469.20 ($39.10 a month). These are very moderate sums for the service purchased, and a very small cost for a national medium of influence and of great estimation.

The above rates are good until Sept. 15th, when a new schedule goes into effect.

MACLEAN'S has applied for an audit by the A.B.C.

Include MACLEAN'S in Autumn Schedules.

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 AUGUST 1916 NO. 8

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BUILDING SALES
ON
SOUND PRINCIPLES

MEN who will chart out for you ready-made plans for capturing your market are as common as mosquitoes in June.

It is characteristic of Norris-Patterson Service to follow no definite plan. Your business is distinct from all others in our minds.

Your advertising, therefore, should be distinctive, and built on the peculiar marketing conditions that influence it.

A talk with us may reveal the sales factors that would insure success to your advertising for the coming season. When may we arrange to see you? Write, phone or wire.

Norris-Patterson Limited

Advertising Agency

Mail Building, Toronto

Phones Adelaide 2231-2232

"IT'S ALL IN THE SERVICE."

A RECORD BIG VALUE

Three Years of PLUS VALUE that has proven EVERYWOMAN'S WORLD, establishing the magazine in favor with National Advertisers

An Advertisement by Chas. C. Nixon

ADVERTISERS who look back over the past three years, will note the following promises on EVERYWOMAN'S WORLD circulation remarkably well fulfilled:

1913-14,—50,000 net circulation promised; in excess of 68,000 delivered to full-price subscribers fully paid-in-advance by yearly subscription. The advertising rate was 20c per line, flat.

1914-15,—60,000 net circulation promised; in excess of 74,000 net circulation delivered to yearly subscribers. The advertising rate was 30c per line flat; the subscription price meanwhile had been increased from 50c to 75c a year for yearly subscriptions.

1915-16,—80,000 net circulation promised; *in excess of 81,387, steadily increasing until in May, 1916, it was well above 130,000* circulation delivered at $1.00 a year, —the subscription price having been advanced, as originally planned, to this standard figure. The advertising rate remained at only 40c per line, and we have cheerfully carried the excess circulation ourselves in order to demonstrate fully beyond any possible peradventure, that EVERYWOMAN'S WORLD is an out-and-out success, needed and subscribed for by Canadian women, and in great favor everywhere with the Canadian people and with National advertisers.

1916-17,—on which we have now entered, finds us—in the face of paper famine, and very greatly increased costs for paper, ink, metal, cuts and labor—able to guarantee a minimum of 130,000 net circulation at a rate of only 75c per line.

It is only reasonable to presume that the thoroughly *tried, tested and proven good value* will again be given greatly in excess to advertisers in EVERYWOMAN'S WORLD. EVERYWOMAN'S WORLD circulation is now *guaranteed by A.B.C. audit.*

We can undertake to carry the advertisements, with good service, for a few more National advertisers who want to reach at least one in every ten homes in Canada from the Atlantic to the Pacific, and whose products we can positively guarantee to our readers, even as we guarantee—on a straight money-back basis —all advertisers in the columns of EVERYWOMAN'S WORLD.

EVERYWOMAN'S WORLD has always given the Record Big Value in Canada—"Plus Value."

It is the most read and best loved Canadian magazine.

ADVERTISING IN CANADA

FAR-SIGHTED and clear-thinking advertisers in Canadian mediums appreciate the purpose and success of the publishers of MACLEAN'S MAGAZINE in making it outstandingly strong in interest and editorial quality by securing first-right to the work of eminent Canadian-born and bred writers of the first rank—men and women whose writings are welcomed by the best American Magazines.

MACLEAN'S MAGAZINE

is now generally recognized as the distinctively Canadian national publication that every national advertiser has been looking for; the medium will carry the message of the advertiser to the homes of the well-to-do, substantial and influential classes of Canada, the medium that not only sells you space but service.

ARTHUR STRINGER
STEPHEN LEACOCK
MRS. L. M. MONTGOMERY
ROBERT W. SERVICE
and
ARTHUR E. McFARLANE
MISS AGNES C. LAUT
MRS. NELLIE McCLUNG
ALAN SULLIVAN

are Canadian writers of world-fame who are co-operating with **MacLean's** publishers to give this magazine that **Canadian** tone and character that makes in these times such a compelling appeal to all true Canadians—those who are building up Canada on its spiritual, industrial and intellectual sides. As a space-buyer, you reach Canada's best homes through MACLEAN'S.

New Scale of Rates, Effective Sept. 15

A new scale of rates for MACLEAN'S MAGAZINE becomes effective September 15, 1916. Contracts made before this date will hold present rates for 12 months from date of order. Advertisers and agencies with contracts pending are advised to send them at once in order to secure present rates. The current and new scales of rates sent on application.

CIRCULATION AUDITED BY THE A.B.C.

THE circulation of MACLEAN'S MAGAZINE has been audited by the Audit Bureau of Circulations, whose report will shortly be released, and will show a substantial advance on what we have guaranteed for 1916.

MACLEAN'S circulation is obtained by advertising and salaried solicitors. No premiums have been or are being used. This means that its readers are a responsive class, drawn from Canada's most prosperous and progressive citizens.

The MACLEAN PUBLISHING COMPANY Limited
143-153 UNIVERSITY AVENUE, TORONTO

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, August, 1916 No. 8

STRAIGHT TALKS

A SECOND GOVERNMENT FIASCO

AGAIN the Government is proving in terms indisputable, that the business of advertising is the business of specialists.

When it decided a few months back to conduct a campaign on "Production and Thrift," its actions were governed by the assumption that specialized knowledge and organized experience, while beneficial to general business use, were unnecessary and inadvisable for the Departments of Government. In the formation of this policy the Government was assisted by so wise and far-seeing an organization as Canadian Press Association. Not to be hampered by test or experiment the policy of this doughty co-partnership was made immutable.

It was an exploit fraught with glorious if grave and costly consequences.

Plenty of time had elapsed for them to see the folly of their decision before allowing the present "Government Loan" campaign to be launched under similar handicaps.

Did they shut their eyes to the accumulating evidence that in spite of their far-flung appeals 1916 will go down in history with even less acreage under cultivation than the previous year?

Did they close their ears to the clatter of currency as it poured out over our borders into other lands? The Government reports

"Our Morning Advertisements Appear Only in The Montreal Daily Mail"

—The John Murphy Company, Limited

The Montreal Daily Mail enters more homes in the city than any other morning newspaper, and so recognized by leading merchants who use its columns exclusively. Let it carry your message to the home buyers.

GROWING

The Berlin, Canada, News Record is growing; not a spasmodic nor spectacular gain (no premiums nor schemes used), but steadily, day by day, month by month.

Berlin is one of the busiest manufacturing centres in Canada, and its people are prosperous, good livers and free spenders.

An advertising manufacturer cannot afford to stay away from

BERLIN
Canada

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

show the amount of imports, which on dutiable goods alone for three months ending June were $48,429,135 in excess of the same period last year.

Even the public's savings, which for so bountiful a period as the present, show an increase for June of $162,896,687, even this serves but to indicate what the public might have been induced to set aside under proper persuasion—and set aside with a very definite purpose in view.

And now—the second fiasco has been put in operation.

What is the effect? Why the Departments of Government that were so pleased to think they could safely forego the stabilizing influence of Agency assistance—those Departments tremble now when they think of the shattered wreck of former plans, and the darkening prospect of present efforts.

To them the result is as clearly defined as though chiseled in marble.

Not that the loan will be unsubscribed. In a country with such an excess of investment and speculative money available the loan should obtain its desired quota.

But the Departments of Government tremble at the broader aspects of this wonderful opportunity, which their adopted policy is holding beyond their reach.

They tremble at the thought of hundreds of thousands of idle dollars they could easily acquire, but that will still remain idle even though the loan is fully subscribed.

They shudder to think of the public's increasing expenditure on non-essentials—money they otherwise could easily have secured to help fill the coffers of the Department of Finance to overflowing.

They see in this undertaking the opportunity to make every home in Canada, from the little prairie farm-house to the city mansion, a centre of loyalty even more fervent, more practical, more powerful; to knit together each individual in the nation with the common bond of national need, national safety, national honor; yet their fingers tremble with the inability to stretch forth and properly take hold of this golden situation.

When they look forward to the day the war shall cease—to the day that may herald less fortunate times; to the readjustment of war's stupendous prodigality—they shudder to think how easily the people, and particularly they who then will need it most—the common people—passed up this providential occasion. Passed it up without even realizing it was intended also for them. Passed

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton
Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

it up without realizing it was their money, too, that in such a way was being spent.

And what of the Canadian Press Association? The organization that allowed itself to formulate the Government's policy—that organization looks on now with blank despair at the futility of the Government's advertising flounderings. It sees with ever-increasing clearness the far-reaching effect of advertising ungoverned, uncontrolled by the guiding hand of experience and intelligent direction.

The C. P. A. knows full well what influence it is that has fostered with tender, patient care the growth and development of advertising in Canada.

The C. P. A. knows how well the alertness and untiring efforts of this influence—Agency influence—has enabled its members and others to reach the position of easy affluence and independence.

The C. P. A. knows, too, how one well-handled campaign leads to more and larger campaigns. It knows how the appearance of impressionable, successful advertising in the press not only strengthens the influence of its members' mediums, but sets up an example to non-advertisers that soon becomes irresistible. The C. P. A. knows this to be true and, knowing, it is filled with despair at the baneful effect of the Government advertising.

And still the policy of proven failure continues to be maintained.

The Canadian Government and the Canadian people have got one question to answer. Canadian merchants and manufacturers —individually, in relation to their own businesses, and collectively, in relation to the Nation's protection and good—must answer it, too. Even The Canadian Press Association can not be omitted.

They may answer it now; they may take five, ten, twenty years to ponder over it. The conclusion will be the same. Heaps of private and public funds can be spent on advertising. But the diagnosis of the complete possibilities of an advertising problem, like the diagnosis of a surgical operation, is the rightful office of specialized knowledge. The development and execution of an advertising plan, like the execution of a surgical operation, is the rightful office of organized experience.

Specialized knowledge, organized experience, and all their accompanying virtues and advantages, are but the free and proper fruits of Agency co-operation.

The Government's advertising, thanks to their desire to exclude the service of Agencies and to the assistance rendered them in this respect by The Canadian Press Association, stands as a monumental warning to the world that the business of advertising is the business of specialists.

Bear in Mind

the Edmonton District when preparing your fall campaign. In this district crop failure is unknown. Samples of well developed grain began to reach our office July 1st and indicate an abundant harvest. Farmers will, this year again, be in a position to purchase freely: with good crops Edmonton trade is assured.

Be in line to get your share. Use the

EDMONTON JOURNAL

The Leader in its Field by Every Test

"How Calgary Added $1,000,000 a Month to its Pay Roll."

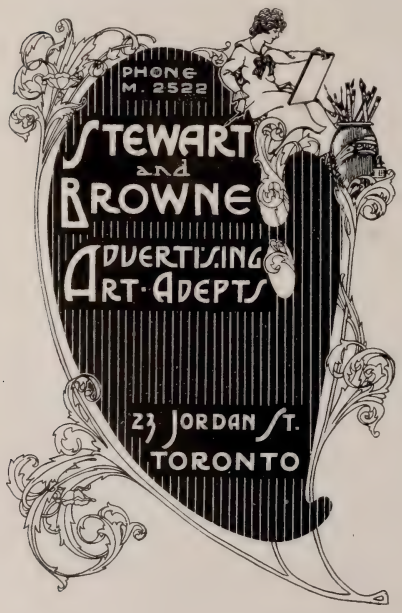
A Booklet Compiled by

The Calgary Herald

Contains the story of what a great Military Camp means to the business life of Calgary, interestingly told and illustrated. Do not fail to write for this today. IT IS FREE

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.



9,336

Was the Daily Average Circulation of

The Evening Record

(Windsor)

for July

Advertising Rates (Plate)

Under 1,000 lines - 3c. per line
Over 1,000 lines - 2c. per line
Over 5,000 lines - 1¾c. per line
Over 10,000 lines - 1½c. per line

John A. McKay, Publisher

HON. COL. NOEL MARSHALL
President Canadian National Exhibition

HON. COL. DR. J. O. ORR
Manager Canadian National Exhibition

NATIONAL EXHIBITION INDICATIVE OF INDUSTRIAL PROGRESS

Excellent Variety and Number of Manufacturing Displays and Provincial Representations to Mark the 1916 National Exhibition as an Outstanding Success

THE Canadian National Exhibition to be held at Toronto from Aug. 26th to Sept. 9th, will prove a most favorable index of the industrial strength and development of the country.

After a year of such remarkable advancement commercially: industrial production at its highest, crops giving two yields in one, a new high-water mark in savings, a new sense of the spending spirit: after a year of such remarkable progress, it is not surprising that the coming Exhibition possesses every indication that it will be one of the largest and most representative yet offered the Canadian people.

More and more is this affair at Toronto becoming a national institution, as indispensable to the welfare and advancement of the country as sunshine and rain.

Commendation is due the president, manager and officers for the efforts put forth to ensure the success of the coming Exhibition, and particularly to Joseph B. Hay, publicity agent for the Exhibition, on whose untiring labor and enthusiasm much of its success depends.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

WALDO SPEAKS BEFORE AGENCIES

RICHARD H. WALDO, of the New York *Tribune*, in speaking before the Agency Departmental at the Philadelphia Convention predicted that the time would come when all newspapers would learn that the cheapest way to get good advertising is to throw out bad advertising. "I have had two years of active experience of turning theories into practice" said Mr. Waldo, "In that time I have acquired one very large regret, that I wasted so much time in being a magazine man.

"Yet I owe a debt to the field of my first love which I can never forget. From it I learned three things: first, that every accurate, well - presented advertisement builds confidence which may be transferred to every succeeding advertisement of the same type; second, that the cheapest way to get advertising is to throw out bad advertising; third, that the business men controlling the great majority of advertising appropriations are high-grade clever men, who will not do business with low-grade, unintelligent representatives.

"Sooner or later, every newspaper publisher is going to learn those same three lessons, and when he has them learned, advertising will use to the full the greatest power of modern civilization—the selling power of the daily newspaper."

THE CORNUCOPIA OVERFLOWS

Crop Conditions, Industries, Productions and Bank Statements Show Hearty Indications of Continuing Prosperous Times—Manufacturers' Opportunity for Making Solid Market Foundations Through Advertising

SINCE war began Canada has been forming a habit of prosperity. Never before have mind and heart and energy been so thoroughly co-ordinated in greater production and growth, both in field and factory. Never before has extent of business reached such favorable heights, nor the attitude of the publisher toward the purchase of goods been so generally open handed. Never before has Canada's balance of trade been so extensively in her favor. To-day the habit of prosperity has been developed. Canada stands against the whole of last year's phenomenal crop, last year's phenomenal production records, last year's phenomenal bank savings records. Looking forward to the coming year's promising harvest and industrial activities with the attitude of satisfaction which only the enjoyment of prosperous times can arouse or make possible.

PROSPECT OF A BILLION DOLLAR HARVEST

Although but little harvesting has taken place up to the present, there is every indication that present year's growth will constitute a better than average yield. While it would be foolish to expect the present year's crop to register anywhere near the extent of production that last year's attained, the lower crop yield this year will be compensated by better prices and it looks as though farmers were going to receive as much with their crops this year as with last year's big harvest.

Although frequent rumors of black rust in certain parts of the country have been freely circulated it has been found on investigation that such rumors were most misleading and that the crop, generally speaking, may be little affected. It will be remembered that the total value of last year's crops was eight hundred million dollars. It is estimated by those right on the ground, that with the higher price of grain, this year's crop will come well up to a billion dollars.

Taking the country as a whole the wheat crop this year will be smaller than last, but other grains will show a satisfactory increase. Hay, particularly, being exceptionally high.

Canada as a whole may be considered as one big farm, devoted to mixed farming. When conditions are not favorable to the production of a heavy grain crop there are the cattle to fall back on.

Therefore the rumors of black rust and hail in certain parts of the country should cause no alarm among those that would rightly

judge the condition of the country. Although farmers cannot ship this grain to the elevators they can sell it on the hoof at prices which to-day are practically twice that of normal times.

BIG INCREASE IN EXPORTS

The effect of the war is evident in increased exports of all classes of goods.

For the year ending June exports of Canadian produce showed a total of $873,413,452.00. The exports of the produce of the mine are increased over eighteen millions, of the fisheries over three millions, of the forest ten millions, of animal produce over twenty-nine millions, of agricultural products over one hundred and eighty-one millions, of manufactures over one hundred and seventy-five millions, of miscellaneous over seven millions. A total increase in exports for the twelve months ending June—being over four hundred and seventy millions in excess of increase attained last year.

In consideration of the increases claimed above in relation to agricultural products it might be well to remember that at the end of July, the grain still in terminal and public elevators was 32,089,203 bushels.

IMPORTS ALSO FAVORABLE TO CANADA

For year ending June the total imports entered for consumption in the Dominion were $629,979,663.00, or an increase of more than $71,000,000 for the same period last year, but only $36,000,000 in excess of the same period just previous to the war.

While a goodly portion of the imports were for raw materials required in the making of munitions, the total imports for the past year are not unfavorable to Canada in consideration of the extent of exports. The balance of trade is in Canada's favor, and to the extent of almost four hundred and twenty million dollars.

HEAVY INCREASE IN BANK DEPOSITS

The effect of last year's heavy grain crop and the extensive munition productions have simmered through to the public's savings accounts. Public deposits in Canadian banks at the end of June were $1,195,715,000—an increase of more than 18,000,000 over the previous month, and an increase of 163,000,000 over June of last year.

BANK CLEARINGS INDICATE LIVELY TRADE

Bank clearings for the weeks of July keep close around the $200,000,000 mark, which on an average shows 50 per cent. more business being done during July of this year than that of last. The bank clearings of the year to date also verify this increase, showing scarcely the slightest variation on 50 per cent. increase in business for the previous year.

SHORTAGE OF LABOR

About the only obstacle in the way of extensive production for the coming year is the shortage of labor. Goods cannot be sold, munitions made and harvests gathered in unless there are men to do the work. It is claimed that in many of the shops, noticeably ammunition shops, a considerable percentage of the workmen do not return for duty each day, but are contented to work three to five days per week. The result is that production is slowing up in some lines, which was accentuated by the hot weather. While a remedy may be found in co-operation between all concerned, the coming of fall and winter will undoubtedly have a very gratifying effect in the re-establishment of sustained effort.

On the whole, the year before us is full of promise for a continuance of the prosperous times and excellent business with which all have been favored. There is no question about Canada not having money to spend—there is no question, however, that buying instincts are the same as they have ever been—that Canadians are buying more and better things because they have been persuaded and convinced that such are the most serviceable for them.

The far-seeing manufacturer will realize in this situation the opportunity to lay the foundation for a solid market and preference for his goods. The Canadian people will of course have to spend and share with others the prosperity they are enjoying, they will have to be clothed, fed and housed, and in these particular lines there will be the usual strenuous competition. In the line of so-called luxuries, however, opportunities are opening up all over the country where people with a full purse will not fail to appreciate.

DIDN'T ADVERTISE

AN advertising manager at a Sphinx club dinner in New York told an advertising story.

"A man," he said, "entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler he found inside the photograph of a beautiful girl, together with a note, saying:

"If you are single, please write to me."

"A name and address followed, and the man smiled. He was single, and he put the photograph on his sitting-room mantel. There every evening, looking up from his book, he beheld it. It was very beautiful, and in a week he had fallen head over heels in love.

"So he wrote the girl. Another week of anxious, nerve-racking suspense. Then the lovesick man received this crushing letter:

"'Sir: The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged eighty-six. Yours truly.'"

"Our heartbroken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer that didn't advertise."—*Publicite.*

THE CHURCH MUST ADVERTISE

Clergymen at Philadelphia Convention Endorse Commercial Publicity—Church Publicity Conferences to be Made Separate Departmental of Future Ad Clubs Conventions

FOR what was said to be the first time in the history of the church and of advertising, clergymen, at one of the departmental sessions of the convention, formally indorsed commercial publicity as a means of filling vacant pews. The meeting had the Rev. Christian F. Reisner, pastor of Grace Methodist Church, New York City, for its chairman.

Herbert S. Houston, president of the A.A.C.W., said he regarded the church publicity conferences as the most stimulating feature of the program. He said business methods must be applied to teaching the Gospel.

The church must advertise. It is the only great institution in the world which does not make use of this modern method of reaching the public. Banks, the most conservative institution outside of the church, have learned to advertise with excellent results. It is up to the church to get into line.

Dr. Reisner told the ministers that Jesus and His disciples were splendid publicity agents for the church which was destined to rule the world. He said:

"Jesus sent forth twelve press agents, as one might call them, to declare to the people that the Kingdom of Heaven is at hand."

"Advertising will definitely cause church growth," said W. R. Hotchkin, of the Cheltenham Advertising Agency, New York, "if the church deserves to grow. If the church grows, the collections will be larger, the members will be willing to contribute more, and there will be more of them to contribute."

At the close of the session it was unanimously voted to make the church publicity conferences an annual affair as a departmental of the Associated Advertising Clubs, having headquarters opened, possibly in New York or Philadelphia, and an efficient secretary placed in charge of the work.

The new department is the first organization for promoting religious advertising in the world. Its work will touch every phase of religious life and every kind of advertising.

A secretary will be appointed and a national headquarters opened for the purpose of uniting all churches in a campaign of publicity to bring what the church has to offer to the attention of the masses.

Getting the modern spirit into the advertising necessitates that the establishment must have the modern touch.

* * *

Advertising is a never ending problem and must be studied, worked with, sweat over. The results are possible if the advertising is right.

A SALES SUGGESTION FOR A BOND HOUSE

Cecil Riopel

THE suggestion which I am about to outline for increasing the sales of bonds and other securities is one which, to my knowledge, has not yet been used in Canada. The clients of most all the bond houses here in Canada are located chiefly in the large cities, among a wealthy and well-to-do class of individuals, banks, insurance companies, and other corporations with reserve funds to invest. Without going too minutely into details of the plan, I will try and outline in a general way where I think there is a large market for high grade securities and the most effective and least expensive method of reaching the class of investors to whom I have reference.

In the smaller cities, towns and villages of Canada, there are usually a number of individuals with sums ranging from $10,000 to $100,000. These sums have been accumulated by careful saving and wise management in the conduct of their business,—agriculture, manufacturing, mining, lumbering, etc.

These men having devoted their time exclusively to their business and, in many cases, not being very well educated, have not had time or inclination to study securities, the descriptions of which are usually so involved that they are generally incomprehensible to the average layman who is unfamiliar with financial literature. My idea would be to insert a series of advertisements in the higher class weekly and monthly publications, as well as the local newspapers covering the whole of Canada, with the exception of the larger cities, leaving these to be looked after by the different bond houses located and doing business in their midst.

The advertisements would consist of, say, a series of ten or twelve and these would attract attention by their striking headlines. By "striking" I mean a headline which would have a direct personal appeal to the man who had money to invest, embodying, say in one of them, the factor of increased income with a security equal in every respect to that behind their present investments yielding less income. Another advertisement might bring out the feature of negotiability and so on, but all written in a striking yet simple and comprehensive manner. The advertisements themselves would be entirely educative, written in simple English, yet so clearly and convincingly that a child should be able to understand them. They should show the investor why bonds or other good securities are in every way superior to his present form of investment, which usually consists of loans on mortgages or deposits in banks.

I would bring in at the end of each advertisement a strong plea for the reader to send for an inter-

esting and handsomely gotten up booklet. No expense would be spared to make this booklet outwardly attractive. The contents would consist of a simple, thorough yet perfectly clear description of the different kinds of bonds and stocks, with their advantages over mortgages, bank deposits, and other forms of investments. This brochure would be a short, concise, interesting primer on finance, but so clearly, yet so interestingly, written that anyone possessing little education would understand it. This booklet would be supplemented by a series of follow-up letters, interspersed from time to time, with other financial literature equally attractive. If several enquiries were received from a town showing that an interest had been created, then would be the time to send out a salesman and round up all prospective clients.

Of course the firm doing business in this way would have to be absolutely reliable and of exceptional standing, as many of the clients would, in time, come to depend upon the advice of the House and consult them about the purchase of securities.

I believe there is an enormous field, with almost limitless possibilities, for a venture of this kind in Canada and it is the kind of business which would grow very fast. One of the advantages to the bond house in establishing a clientele of this nature would be the higher prices and larger profits on bonds when retailed in small lots than if similar securities were sold in large blocks.

Men in towns and small villages not having anywhere else to go, usually congregate at some particular meeting place where the topic of conversation frequently turns to the subject of money matters. If, therefore, one or two men at these meetings were in a position to tell their friends that, since investing in certain bonds or other securities bought from some particular bond house, they had increased their incomes, how easily others could be induced to follow their example.

Of course the initial outlay for such a plan the first year would be large, with very little coming in, but the effect of the advertising, after that, would be wonderfully cumulative and far-reaching and would compensate many times over for the initial expenditure.

———

COULDN'T BAMBOOZLE HIM

AN aspiring advertising manager in a thriving Ontario town had been receiving too many statements from his agency of late bearing the mysterious charge "For mortises."

With a hunch that his agency was putting one over him he wrote: "This sort of thing is beginning to go too far. We don't mind paying for these mortises, but after you are through using them have the mortises sent to us."

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

IT is pretty nearly time that the enthusiasts of Atmosphere in advertising put a halter on their wayward imagination and got down to sound advertising principles. Atmosphere, like nitro-

Gourlay Piano
Piano Character—
There's Personality in the Gourlay
When you purchase a Gourlay Piano you become proud — enthusiastically proud of an art creation.
Only a lifetime of experience in piano craft can produce construction so sound, design so dignified, tone so resonant.
It is a personal product, made by those whose name it bears, by those who take pride in its enduring perfection,—and whose pride in their product is your safeguard.
The House of Service
Gourlay, Winter & Leeming, Limited
188 Yonge Street Toronto

Plenty of "Atmosphere" but not enough "Product"

glycerine for instance, is a powerful quantity but it is imperative that it be used sparingly and with discretion.

The Gourlay Piano advertisement strikes the critic as a pretty good example of the misuse of Atmosphere in advertising.

Of course if the directors of "The House of Service" also hold interest in draping or stained glass window manufacturing, there may be good reasons why such products predominate in this piano advertisement, but for strictly advertising reasons, the critic believes it most practical to confine the appeal of the advertisement to one single product. Rather by far, have the piano look like a real playable instrument than a mere child's toy, and the woman, lost somewhere among the folds of the curtain, like a real full sized human being rather than a nursery play thing.

Yes! Atmosphere has its advantages in giving character and personality to the product advertised, but Atmosphere also has its limitations.

* * *

Quite the opposite to the Gourlay advertisement is that of Minister Myles Shoes. Here we see Atmosphere used in a most suggestive way. Although we do not see the young lady, we know or feel that she is a most fastidious little miss. The flowing skirt, the

Atmosphere that leaves one satisfied about quality

grace of movement, the pet poodle, the select residential district all suggest unmistakably the lady of

CRAVEN "A"
VIRGINIA CIGARETTES
CRAVEN "A"
Introducing to You
the Purest Virginia Cigarette
CRAVEN "A"
Here is a new Virginia Cigarette with a real character that can be obtained only from the highest grade Virginia leaf in the unadulterated state.
Our special blend of selected Virginia tobaccos gives to Craven "A" a delightful and distinct "flavor personality" that you will instantly recognize and appreciate.
To Nature's cured Virginia leaf nothing has been added – nothing taken away – hence in Craven "A" purity is paramount and makes it the logical cigarette to smoke for the sake of your health.
Craven "A" leaves no cigaretty after taste, no dullness, no mouth dryness but a sensation of undiluted smoke satisfaction
Your first pack will make you an enthusiastic Craven "A" advocate.
Buy a pack today and prove our claim that "There never was a Purer Cigarette"
There Never Was a Purer Cigarette
In the Red Box
10 for 10 Cents

Wonderful! Yes! But who substantiates it?

means out for an enjoyable morning stroll.

This is the kind of atmosphere that flatters the reader and thereby flatters the shoes. When backed up with good descriptive copy it makes a very forceful combination.

Unlike the previous ad, one cannot help but note the clever way in which the shoes advertised are made the most important resting point for the eyes in the advertisement.

* * *

A New Cigarette! It's pure. It's Virginia. It's flavor has a delicious and distinct personality. It leaves no taste, no dulness, no mouth-dryness. It is a cigarette for health. It is Craven "A." Almost unbelievable you say. But no.

There are the facts in the advertisement itself. Everything you need to know from the character of the tobacco to the color of the box—

But who substantiates these claims—who is the manufacturer?

And there is the rub. It may be that the manufacturer has perfectly good reasons for not wanting his name to appear in the advertisement. One might almost imagine that the introduction of his name in the advertisement would sully the bright prospects of such an apparently desirable cigarette as that presented in the advertisement. Even so, it could

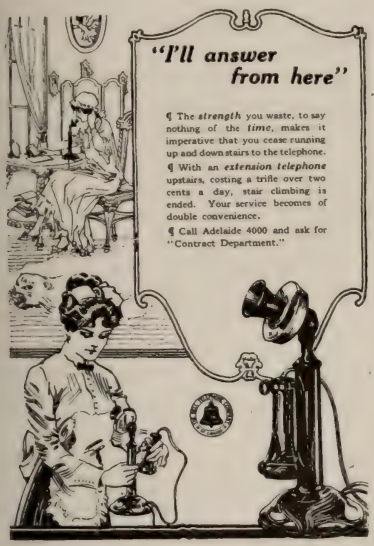
MILLIONS
have lived on
MACARONI
Have you always thought of Macaroni as a side dish, entree or relish, to be classed with olives or celery? Macaroni in the days of Cæsar, was a standby of the Roman legions, just as today it is given its rightful place as a body building food of the first quality by thousands of Canadian housekeepers.
CATELLI'S
MILK MACARONI
MADE IN CANADA
Is the second staff of life. It is a store of nourishment —with practically double the food value of lean meat at less than half the cost.
Write for Cook Book—free. 16
THE C. H. CATELLI CO., LIMITED, MONTREAL.
10¢
CATELLI'S MILK MACARONI
EVERYWHERE

Sound, telling logic

hardly have a more weakening effect on the arguments contained in the advertisement than omitting the name altogether.

* * *

Striking similies make convincing advertisements. It is one of the characteristics strongly in fav-


"I'll answer from here"
¶ The *strength* you waste, to say nothing of the *time*, makes it imperative that you cease running up and down stairs to the telephone.
¶ With an *extension telephone* upstairs, costing a trifle over two cents a day, stair climbing is ended. Your service becomes of double convenience.
¶ Call Adelaide 4000 and ask for "Contract Department."

Good arrangement and straight forward argument

or of the Catelli Macaroni campaign, that its advertising is backed up by good sound, logical arguments. The fine points of scientific niceties in advertising copy dwindle before the force of good old fashioned logic.

* * *

One of the most attractive and well balanced of recent advertisements is that of the Bell Telephone Company. Pleasing arrangement, good balance and due prominence to vital parts are points one cannot overlook in a consideration of this campaign.

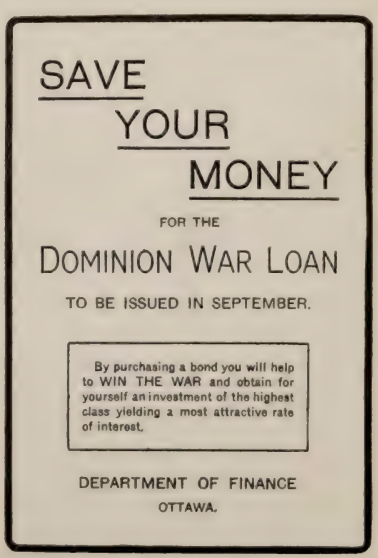
With illustrative features so descriptive and suggestive, one needs little copy to make them effective, and with argument so pointed and convincing, one need not fear of unread advertisements.

* * *

No establishment can wait for business; life is too short, and rents are too high. Every store must present an argument for business, and must spread that argument to a wide field. That's advertising.

* * *

The advertisement can't do it all, but the advertisement can create the interest and the store force does the rest.


SAVE
YOUR
MONEY
FOR THE
DOMINION WAR LOAN
TO BE ISSUED IN SEPTEMBER.
By purchasing a bond you will help to WIN THE WAR and obtain for yourself an investment of the highest class yielding a most attractive rate of interest.
DEPARTMENT OF FINANCE
OTTAWA.

Why me? How? and Where?

MAGAZINE PUBLISHERS' EFFORTS ISOLATED BY WALL OF APATHY

Editor Costain of Maclean's Magazine Presents Some Illuminating Points on Attitude of Canadians Toward Canadian Magazines—Answers Secretary Stokes on Editorial Expense and Circulation Development—Situation Suggests Need of Co-operative Educational Campaign

August 3, 1916.

Editor Economic Advertising:

I was much interested in the correspondence published in your July issue relative to the position of Canadian magazines, particularly the letter of Charles W. Stokes, secretary of the Calgary Ad Club. There is a good deal of truth in what Mr. Stokes says, although he hits the home magazines hard.

He is quite right when he contends that, to put a tax on American periodicals would not of itself have the effect of bringing home periodicals to the fore. Canadian publications cannot hope to compete with American magazines for the favor of the Canadian public until they give the kind of reading that the public has been educated to want. But neither in your original address, Mr. Editor, nor in Mr. Stokes' letter, is any mention made of perhaps the most serious of the adverse factors against which the publisher of a Canadian magazine has to contend. My sole object in writing you is to tell something of this additional difficulty in the hope that it may start, in quarters where such is desirable, a tendency to help any Canadian publication which gives signs of being worthy of help.

Mr. Stokes refers to the "limp" and "weary" contents of Canadian magazines, to the poor rates they pay, to the necessity which drives the best Canadian writers to American magazines, to the acceptance of second, third and fourth serial rights on stories by home publications. It is not my intention to enter into any discussion here of the justice of Mr. Stokes' arraignment. What he says may be true of some home publications, but I should like to point out in passing that for the past year or more *MacLean's Magazine* has purchased *first* rights on work from practically all of the best Canadian writers—Stephen Leacock, Arthur Stringer, Robert W. Service, Agnes C. Laut, Arthur E. McFarlane, Nellie McClung, Alan Sullivan, L. M. Montgomery and many others. Mr. Stokes suggests that "no Canadian magazine should pay its contributors less than one-fifth of what an advertiser pays for the same space per inch." *MacLean's* has paid some of its famous contributors as much as *one-half* of what an advertiser would pay for the same space. The total editorial expenditure on *MacLean's*

is considerably more than one-fifth of the total advertising revenue. However, the object of this letter is not to seek advertising for the magazine with which I am connected but to point out that, when a Canadian magazine does endeavor to give high-grade material, it does not immediately find that the obstacles to public recognition have all been removed. It still has to combat a prejudice, a serious prejudice.

The people of Canada, on any question of merit between an article made at home and made abroad, give the benefit of the doubt to the home-made goods. In the question of magazines, however, it is the other way round. It is almost easy for a new American publication, even one of the trashy, all-fiction variety, to work up sales on Canadian newstands than for a Canadian magazine, no matter how good the latter might be. The news stand sale of *MacLean's* has been increased ten times over during the last year but only after a most laborious campaign and at a very heavy expense. Only those who have figured in such a campaign can appreciate just how hard it is to break down the indifference of the Canadian public toward Canadian periodicals. We believe we have succeeded now; but the figures that Mr. Stokes quotes to show the possibility of 150,000 circulation for a Canadian magazine secured on editorial merit are just part of a rosy dream that every publisher has entertained at some time and abandoned after dashing against the stone wall of public apathy. Not that a circulation of 150,000 is impossible. We are going to get their ourselves some day. We hope our competitors will get there some day also. But it will be reached only after the aforesaid wall of apathy and indifference has been beaten down.

Consider also the attitude of most of our newspapers. When Stephen Leacock writes something in *The Nineteenth Century* or *Vanity Fair* it is quoted in the Canadian metropolitan newspapers. When he writes something of *direct Canadian interest* in a Canadian publication, it is almost passed over. When Agnes C. Laut writes for *Saturday Evening Post* newspapers all over Canada discuss what she has said; she writes something directly addressed to Canada and places it on this side of the line and perhaps not a word of comment is heard. If the fine series of poems that Robert W. Service has written at the front had appeared in an American magazine there would have been more mention of them in Canadian papers than there has been. It is not because these writers do their best work for the American publications. Leacock's very best war articles, for instance, have appeared in Canada; his "Germany from Within" has been acclaimed as one of the finest pieces of satire that he has ever produced. It may be a tendency against free advertising that keeps the press silent (except some of the country publishers who had been most generous and responsive), it may be just another manifestation

of the same indifference that so large a body of the public shows. In either case, this is one of the conditions that the home publisher must fight.

And, in passing, let me explain the difficulty that Canadian magazines have in securing first serial rights on material by well known authors. The big American magazines will consent to a story appearing simultaneously in England and the United States but not in Canada. If we want first rights on a story we must bid against the American magazines which have a revenue perhaps twenty times as great as ours. Arthur Stringer's latest novel, "The Anatomy of Love," appeared first in *MacLean's* only because Mr. Stringer, with characteristic generosity and patriotism, gave up the chance to place the story with one of the big American magazines, in order to have it appear in Canada. *MacLean's* is securing first rights on its stories and articles because the best Canadian writers have shown a tendency to co-operate with us and are preparing material especially for us. We cannot get simultaneous rights on anything they sell for the United States field. It is not surprising that so many Canadian publications are content with second and third rights.

I am writing this to show that the solution of the magazine problem is not so obvious and easy after all. Perhaps if the people of Canada would be a little more lenient, a little more interested in things close home, the problem would be easier. I am sure you will join in wishing an early appreciation of this fact by the public. I remain,

Yours very truly,
T. B. Costain,
Editor *The MacLean's Magazine*

* * *

Taking Canadian magazines collectively, as a single marketable product, could any situation such as that described by Mr. Costain point more clearly to the need of a co-operative educational campaign on the part of Canadian magazine publishers.

Canadian magazine publishers may be considered in the position of a manufacturer with several salesmen travelling promiscuously throughout the country, the selling arguments of each being confined to a single selling point.

Such a method of marketing a product, if successful in any degree whatever, would be an extremely slow and tedious process. Only when a number or all of these salesmen had called upon a prospect could he be expected to be safely sold on their proposition, or adopt the use of their product. Changing the popular attitude toward Canadian magazines is a matter not within the scope of ordinary circulation methods and too broad to be handled effectively by any one publisher.

It is a matter, the very root idea of which necessitates the banding together of publishers' efforts in a co-operative educational campaign—a procedure that is sure to meet with the hearty moral encouragement of users of space.

MADE-AT-HOME TOWN

ONCE upon a time there was a certain city the inhabitants of which not only professed a theoretical adherence to the Made-at-Home slogan but actually carried it into practice. They said to one another: "When we say 'made at home' we mean it. No half measures for us—not one cent will we send out of this town."

They therefore deleted from their diet tea, coffee, sugar and other articles of foreign origin. Smokers gladly gave up tobacco, beer drinkers (they had no prohibition) voluntarily relinquished their ale, because the native products did not include hops, and wine-drinkers their champagne. Fruit quickly became an unknown commodity. But still the people had to be fed, however poorly, and unfortunately no food products, except garden vegetables, were made in the city. However, they surmounted this obstacle by enlarging the city limits so as to include a quite considerable area of agricultural land around the outer edge, and thus complied with the strict interpretation of the idea. When the need for clothing became apparent, they still further enlarged these boundaries so as to include sufficient land for grazing sheep and raising flax, thus providing themselves with wool and linen. Thus simply fed and clothed, they entered the winter. Fuel being then another primary necessity, they bent the city limits in a 100-mile loop to the south to take in a coal mine, and inasmuch as the mine was then in the city, all the intervening land was in the city too, and was assessed on a city property basis.

There they decided to stop. The dyed-in-the-wool Made at Homers raised too much holler. After much discussion they decided to cease the importation of raw material. Following this, amongst other things, all newspapers suspended publication, and, lumber being unobtainable in its native state at home, those who hadn't houses and wanted them had to hollow out caves in the ground. For iron, copper, and other metals they substituted the inferior minerals which were found in small deposits within their own borders, refined in home made apparatus. All such commodities as were still traded in increased in price because the community was comparatively small and the smaller the output, of course, the higher the cost of production per unit. None of the people ever went for holidays, because such took money out of town, and all picture houses were officially closed because no films were made there. After the first winter, they kept their theatre open with amateur performances, visiting companies being forbidden. Automobiles, of course, were forbidden unless made at home.

In course of time, it struck them that while no money was going out of the town, none was coming in, and inasmuch as the population was increasing, the amount per individual was shrinking, to say

nothing of the H.C.L. After a great deal of heart-searching, they decided to re-open trade relations with smaller towns. They had previously had a flourishing wholesale business with such, but, in a burst of enthusiasm, had discontinued it. At the same time, they had to some extent elaborated their primitive manufacturing plants, and were producing a surplus over home needs—a surplus which they found unavoidable if they were to produce economically.

But what was their horror to find that every town they approached had got the Made-at-Home fever too, and didn't want their goods at any price! That was a sore blow, and nearly precipitated the whole scheme into oblivion. The only thing that lessened their dejection and decided them to stay with it was the fact that they had no railway communication with the outside world anyway, the railway companies having shut down their lines because there was no traffic either coming or going.

They eventually got two Royal Commissions appointed, one to investigate the mail order business and the other the Flow of Trade. The first commission reported, after walking 800 miles to the nearest centre of the horrible business, that while they held no brief for the mail order houses and could not condone the alleged underpayment of employees therein, the mail order idea owed its popularity to the efficient service it gave. Pointing out that all mail order business was built up on the perfect confidence established between the house and the customer by the former's integrity, promptness and invariable readiness to refund money in case of dissatisfaction, and also that this atmosphere of confidence had so obtained hold of the customer that he was willing to go to the extra trouble of sending money out of town while he could buy the same article by merely walking down the street, the Commission respectfully submitted that local merchants who gave the same service to their customers as mail order houses and went after the trade as systematically, could, other things being equal, get the business. Said "other things" were equality in value and (making reasonable allowance for an increased distance from the point of production and for higher wages) equality in price.

The other Commission humbly drew its readers' attention to the old economic axiom which it timidly suggested they had perhaps forgotten, that imports were not, except when war or blockade exists, paid for in cash but in exports. They even quoted so conservative a financier as the American statistician, Roger W. Babson, who said that the nearer the volume of trade between countries approximated to equality the nearer the rate of exchange would be to the normal. This they did to show that even international money markets were governed by imports being more or less balanced by exports. They

hesitatingly hinted that while the establishment of industries in non-industrial communities was very desirable so long as the slums and misery of existing industrial centres weren't duplicated, such industries ought to come because of logical reasons and in natural course, not by any process of forcing or by the artificial restriction of trade. And they rather quaintly concluded by hoping it was not running counter to God's inscrutable purpose by intentionally overlooking the real own best made-at-home product which provided nearly all wealth and a source of exchange, made by the combination of soil and climate—grain.

Nobody ever read either of these reports, which are now in the British Museum, except the undersigned.

C. W. Stokes.

CHEWING GUM INDUSTRY HAS A NEWSPAPER

THE American Chicle Co., of New York, composed of ten of the oldest chewing gum factories in the United States and Canada, has begun the publication of a newspaper devoted entirely to the gum business, which now controls a volume of retail trade exceeding sixty million dollars a year. The new publication is called *Chicle-Chat*, and circulates among the thousands of jobbers who distribute chewing gum to hundreds of thousands of merchants in all parts of the world. It is full newspaper size, with large illustrations and interesting articles about chewing gum generally and how the new officers of the American Chicle Co. are booming the sale of gum in every part of the world.

HOW THEY DO IT IN BRITAIN

IN the consideration of Governmental advertising it is interesting to note the success that has been made in Great Britain as a result of specialized co-operation.

Kitchener's army of five million men was largely recruited through advertising. Loans, Refugee, Y.W.C.A. and Y.M.C.A. funds, cigarettes for the soldiers and other private and public enterprises in connection with the war have been brought to successful conclusion through well-planned, well-directed advertising.

In the following extract from a contemporary editorial, one cannot miss the confidence and satisfaction expressed by the speaker. "In reply to a question asking on what principles the placing of Government advertisements in the press was regulated, Mr. Montagu —then Secretary to the Treasury— the other day, told the enquirer among other things that *the matter was in the hands of experienced advertising agencies and replied that he entirely approved their proceedings.*

The news columns of the newspaper appeal to the interest of the reader; the news value of the advertisement must fasten the attention of the same readers, and fastening that attention, will compel buying.

LOADING AND UNLOADING THE DEALER

"The Big Thought Back of All the Advertising Is to Load and Unload the Merchant."—By C. W. Cornwell, of Armour & Co.

IT so happens that my house, Armour & Co., is using a variety of advertising mediums and our sales organizations perhaps more than some others, has a great deal to talk about to the dealer. Some of our branch-house cities have local programmes in addition to our national magazine campaign, but as I work in Philadelphia, and as there is no local campaign on here, I have had to depend on the magazine circulation plus all of our dealer-aid material, for any selling help.

My house has adopted the policy of making all of our advertising institutional, so that no matter what particular product is featured in each ad, a part of the publicity is directed to the house as well as the product. We have a uniform label design which is used on all of our top grades of each product, and our label committees are very guarded in awarding the oval label. A product must be absolutely the last word of high quality to get it. I know this and it gives me full confidence in talking the oval-label line to dealers, and I also know that this rigid quality standard is protection to our advertising. Without the backing of quality our advertising would not produce. I talk this constantly to dealers.

There are a few stereotyped objections to stocking our branded package lines that the majority of dealers use in trying to sidestep a purchase. The first is usually that old overworked excuse—no demand. To this, our people have given our sales force a satisfactory answer. It is the consumer-acceptance idea. A woman may not demand an Armour product, but she is willing to accept it when it is offered to her, because the magazine advertising has educated her to know that it is good. Furthermore, the idea of consumer acceptance fits in well with the policy of cultivating the friendship of the clerks of the store. If a woman asks for a product, and does not specify any brand but, of course, wants a good one, the clerk is in a position practically to decide that sale, and if you can get him to give your product preference you have co-ordinated advertising and salesmanship—the advertising having removed consumer resistance and the salesman's work having secured the preferred selling effort of the man behind the counter.

WINNING THE DEALER'S GOOD WILL

On the matter of winning the friendship of the clerks in the store, we have some positive ideas. We do not believe it can be permanently accomplished with souvenirs or by a policy of spending entertainment money. No man's permanent friendship or good will

was ever bought. It has got to be won. Little acts of personal attention or service are much more vital in this respect than any thing else. When you have convinced a retail clerk that you are his friend it isn't long before he is going to be yours and unconsciously he begins pushing the sale of your products in his daily work.

It often happens that both dealer and clerks will try to belittle the value of our magazine advertising to them because of the character of people who trade at their store. They say the majority of their customers are a medium class who do not read magazines, and, therefore our message is not seen. To this complaint we point out that the leadership of the people who do read the magazines and are influenced by them, is going to be followed by others who do not read. In every community there are people who dominate the habits of the community, and they are usually the ones who read and think. Their influence is felt in dress, in character of amusements and other forms of social life, and extends as well to the selection of foods at the local grocery. Most dealers will acknowledge that this is so. I always point out to dealers the circulation figures of the various magazines we use, explaining that the regular method of figuring five to a family gives us just that many more mouths to feed when the housewife is influenced by our advertising message.

It is quite necessary to get the right sort of store display for our line after you have persuaded the dealer to stock it. Other firms advertise and we are up against just as much competition in advertising as we are in selling. I always try to secure attractive displays of my products in the store. By persuading dealers to assemble all Armour products in one section of shelving a much more impressive showing can be made, and it does not require any additional space. We call these Oval Label Departments, and many dealers are selling more of our products as a result of adopting this idea.

We have a very handsome line of store signs which I always point out to the dealers are of more value to him than anyone else. They are helps for him to sell property which he owns. Our magazine advertising works the same way. We pay for promoting the sale of merchandise which belongs to the dealer. While the good will of the brand is ours, the good will and the profit of the sale at the store are his. For the same reason the dealer is persuaded to put up one of our translucent oval-label signs on his door or window. This sign indentifies his store as a place where quality products are sold. Hence, it ties up his store with our expenditure in the magazines.

Some salesmen do not get the most out of the advertising of their house because they do not use it with the dealer. The dealer will say that he has not seen any of our advertising. I always carry proof-sheets with me and some-

times in very stubborn cases will take in the whole magazine to make a stronger impression.

I find that our advertising is one of the most helpful forces I have to sell a man, not only on a product but on *Armour*. I try thoroughly to Armourize every customer I work on. The more ways I can do this the more progress I make. When I am not talking about our products I am talking about our house—how well they take care of their trade —how their trade stands by them —how they treat their employees —how their employees fight for them—how they help the dealer sell by preparing his market with honest advertising—all of these forces united, make up the institution which any dealer should be anxious and proud to have as his friend.

We are often confronted with disgruntled dealers who want to know why Armour is reaching out into other food-product fields and trying to grab it all. Our salesmen have run into this complaint so often that it has been necessary to have an answer for it. We take the position that we have no apology to make for improving our service to both dealer and consumer alike. If we did not render an economic service we could not be successful in marketing the added products. We point out to the dealer that we are in exactly the same position as himself in our desire to render service.

By re-investing our profits in broadening our lines, we make possible concentration of investment for the dealer, and this is a profitable policy for him since our advertising gives him a market for speedy turnover, and by concentrating investment he can do more business on the same capital or the same business on less capital.

SALESMEN SHOULD KEEP IN TOUCH WITH COMPANY'S ADVERTISING

I always aim to keep right up to the minute on the advertising plans of the company and in this connection our own advertising department gives all of our sales force complete and definite working data. Advance proof-sheets of all copy are sent us the first of each month. We are told, through literature and by word of mouth just how to present our advertising to the dealer and get him to buy the advertised lines. Our advertising department maintains a corps of field workers operating automobiles, who travel all over the country placing store signs and installing window displays.

The big thought back of all of our advertising is to load and unload the dealer. We do not consider that our products are sold until they reach the ultimate consumer and advertising is an ever-increasing factor in our scheme of merchandising. If I may offer a personal opinion, however, as to the success of our advertising, I would say it is not alone the publication of copy—not alone the value of store signs —not alone the work of the salesmen—not alone the efforts of the advertising department—but it is the remarkable combination of all these vital forces co-ordinated and working in unison.

ADVERTISING AGENCIES MAKE PLANS

Standards of Practice of Agency Division of Associated Clubs of the World are to be Translated into Action—Cyrus H. K. Curtis Speaks on Circulations—Agents Adopt Resolution to Maintain Fifteen Per Cent. as Minimum Commission

PLANS were made at the annual meeting of the agency departmental at the Philadelphia Convention of the Associated Clubs which will, in time, bring every recognized agency to subscribe, in daily practice, to the high ideals which have in the past animated the majority of advertising agents.

The agency division standards of practice are to be translated into action, and the time is to come, and soon, when a man seeking to enter the agency field must show that he can and will live up to the high standards the agents have adopted.

In the meantime, if any "house cleaning" is found necessary, it will be done.

GENERAL BASIS OF PLAN

For the present no exact statement of the plans of the division have been made, but delegates to the convention learned that the agents themselves had, before the convention, been informed by publishers that it would be desirable for agents to have a hand in determining what agencies lived up to the prescribed standards in such a manner as to deserve to be recognized as agents, and it is generally believed that the time will come when the agents themselves, with a determination to make the standards more than mere words, will have a telling voice as to agency recognition.

One agent said after the meeting that there is room for more good agencies—that the present agents are not planning to restrict the number of capable men of good character who want to enter the field. He said, however, that the time has come when recognition must mean more and when numerous sinister things must be stamped out of the business.

The agency business was discussed from the ground up in executive session. The agents called names and dates and specific circumstances. A spade was a spade. A hat was a hat.

It was the first time the agents of this country had ever come together in a unified, national association and they made the most of their opportunity.

When word went abroad, prior to the meeting, that it was to be the "real thing," so to speak, agents flocked to Philadelphia, and applications for membership in the departmental were made by wire—which is an indication of the attitude most of the agents have toward any movement which looks to real reform.

The plan of the agents, in so far as it can be authoritatively stated at this time, is but one of many

indications that cropped out, during the Philadelphia Convention, of a tendency toward bringing the various interests closer together for the common good.

To carry the plan to a successful completion, the agents must have close co-operation from the publishers, and, in some measure, from general advertisers and others, but the spirit of the convention indicated such co-operation will be forthcoming, and it was also stated that leading publishers had expressed the greatest interest in the plan prior to the meeting.

CYRUS H. K. CURTIS SPEAKS ON CIRCULATION

Cyrus H. K. Curtis, of the Curtis Publishing Co., told the agencies how the Curtis Company had been built through advertising, and what an aid N. W. Ayer & Son, Philadelphia, had been in the early days of the Curtis Company. Mr. Ayer, he said, had extended credit, and had helped arrange other credit, when the company most needed it, and he cited the aid the agency had given him as a striking example of what an agency can do to help a client. As to circulation, Mr. Curtis said:

"You are going to put much thought and labor, in the future, upon two things—efficiency and service.

"The first service is 'copy'—the 'copy' that will sell goods. I have had a great deal of trouble to get 'copy,' and I have had quite a good deal of 'copy' shown me down at our offices that I have described as a nice little mess of words. The first essential of success in advertising is good 'copy.' Although it is a repetition, I say again, 'copy that will sell goods.'

"The second is to put it out in the papers that have a circulation. The important thing is not 'What is your entire circulation?' but 'How do you get your circulation?' Forced circulation is valueless; I do not, myself, make use of gifts and premiums as a means of securing circulation. It may be all right as a means of securing readers. If it secures new readers that stick, then it is valuable; but if you have to be continually giving them presents in order to hold them, they are valueless, and the circulation based upon such a subscription list is valueless for advertising purposes.

RESOLVED ON FIFTEEN PER CENT COMMISSION

A resolution was adopted as follows:

"It is the unanimous sense of the Affiliated Association of Advertising Agents that the Newspaper differential (commission) to regularly recognized advertising agents be not less than 15 per cent and that 2 per cent be the cash discount allowed for payment on the twentieth of the month following the publication of the advertising."

Collin Armstrong, New York, was instructed to bring this resolution to the attention of the newspaper departmental.

———

Old friends are made better friends through better advertising.

MEN AND MEDIA

BERNARD SMITH, formerly assistant advertising manager of the London *Advertiser*, now succeeds Frank Smith on the advertising staff of London *Free Press*.

* * *

C. Leslie Wilson recently tendered his resignation as general manager of Toronto *News* so that he may take up military work.

* * *

Private Arthur Stanley Gurnett, formerly with Toronto *Saturday Night*, was recently killed in action.

* * *

F. H. Flint, formerly advertising manager of Saskatoon *Phœnix*, is now in charge of the advertising department of Winnipeg *Saturday Post*.

* * *

E. H. Durand of the advertising staff of Toronto *Mail and Empire* recently qualified for his certificate as lieutenant of Mounted Rifles at the Royal Canadian School of Cavalry, Stanley Barracks, Toronto. He is now available for overseas service as a mounted officer but may possibly obtain an infantry appointment.

Mr. Durand is at present attached to the 9th Mississauga Horse.

* * *

J. W. Deyell recently purchased controlling interest in Lindsay (Ont.) *Watchman Warder*. The former owner, Allan Gillies, having met his death by drowning some months ago. Mr. Deyell has for several years been circulation manager of MacLean Publishing Co., Toronto. He is an old Lindsay boy, and a graduate of Toronto University.

* * *

Lieut. C. Beresford Topp, formerly of Toronto *Mail and Empire*, has been wounded in the neck by shrapnel. Lieut. Topp went overseas with the first Canadian Contingent as special correspondent for the *Mail and Empire*.

* * *

Brantford *Courier* turned their August 8th issue into a very successful Dollar Day Number. Local advertising alone measured up to 25,000 lines.

* * *

H. M. Heuston and Allan Holmes, owners of Prince Albert *Herald*, have taken over the management of Regina *Evening Province*.

* * *

M. Bergey, at one time with McKim Agency, and who has achieved notable success as service man for Reid Press, Hamilton, was recently appointed advertising manager of McLaughlin Motor Car Co., Oshawa.

* * *

The announcement is being made that the J. Walter Thompson Company of Toronto will change its name to Smith, Denne & Moore. The change will come into effect Sept. 1st next.

* * *

Chas. A. Abraham, for some years president and business manager of the Winnipeg *Daily Telegram*, is retiring Sept. 1. He is one of the best known newspaper

men in Canada with a large circle of acquaintances in the United States. Mr. Abraham was publisher of several small dailies in Ontario and ultimately advertising manager of the Toronto *Daily Star*. He came to the *Telegram* ten years ago and during his connection the advertising earnings have shown an increase of 280 per cent. He was for two years president of the Winnipeg Advertising Club, treasurer of the Western Associated Press and for two years member of the advertising committee of the Canadian Press Association.

M. E. Nichols, now managing director of the Montreal *Mail* and *News*, who was president of the *Telegram* and managing editor prior to 1913, referred recently to Mr. Abraham's ability as "one of the most efficient advertising managers in the Canadian newspaper business. The great expansion in the *Telegram's* earnings I attribute largely to Mr. Abraham's energy and initiative. Moreover, he is a highly capable, all around man in the business office with a broad grasp of the fundamentals of newspaper enterprise."

Mr. Abraham has no definite plans for the future but will take a couple of months well earned vacation.

* * *

William J. Carrique, President of The Canadian Street Car Advertising Company, Montreal, and associated with many companies in various parts of Canada, and known all over the Dominion, died suddenly from hemorrhage of the stomach at his summer home, St. Rathmore. Mr. Carrique is survived by his wife and three children.

* * *

W. J. Mitchell, editor and proprietor for twenty years of *The Clinton News-Record*, died unexpectedly at Victoria Hospital, London, from the bursting of a blood vessel.

* * *

A. H. Baker, formerly with Regina *Leader*, is now succeeding E. J. Payson in the management of Moncton *Times*.

* * *

W. R. B. D'Esterre, formerly with Regina *Leader* and Toronto *Star*, recently joined the advertising staff of Winnipeg *Free Press*.

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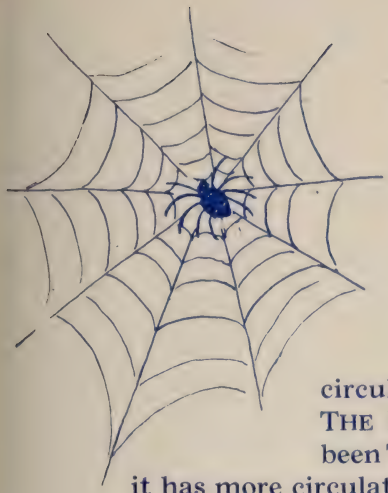

Mr. Spider doesn't do much business outside the web

And Toronto merchants have learned that Toronto business mostly comes from Toronto circulation—*not* outside circulation. THE EVENING TELEGRAM has always been Toronto's business web, because it has more circulation in Toronto than any other paper—more, in fact, than the other two evening papers combined. Your client—should he purpose doing business in Toronto—ought, in all fairness to his business interests, be shown these figures and have THE TELEGRAM put first on his list of newspapers.

How They Stand

PAPERS	Total Circulation	Toronto Circulation
The Evening Telegram	87,063	81,178
Toronto Daily Star	98,571	51,150
Mail and Empire	71,390	29,483
The Globe	86,391	19,505
The Toronto World	42,248	27,583

(From Latest Audit)

If you want Toronto's Business use Toronto's Paper—

THE EVENING TELEGRAM

TORONTO, CANADA

What The Latest A.B.C. Audit Shows

The Audit Bureau of Circulations, in its audit of the Daily and Sunday World for the six months preceding March 31st, 1916, the dullest period of the year for the Circulation Manager, divides the circulation as follows:

City.		Suburban.		Country.	
Sunday	59,303	Sunday	18,049	Sunday	8,585
Daily	27,583	Daily	9,070	Daily	5,595
Total	86,886	Total	27,119	Total	14,180

This audit shows that the Sunday World has a larger Toronto circulation by more than 8,000 than any other Toronto paper—morning, evening or weekly with one exception. For reaching the best class of Toronto homes, the Sunday World is practically in a class by itself, for it is a five cent, high class, weekly paper that goes into the homes late on Saturday night and is read on Sunday when every member of the household is in a receptive mood with plenty of time and inclination for reading.

The A. B. C. audit also shows that the Daily and Sunday World are strong in suburban circulation, more than 27,000 papers being distributed in the section of the wealthy Province of Ontario in the immediate vicinity of Toronto. The purely country circulation on the two papers outside of the city and suburban circulation is 14,180.

Advertisers can make a combination contract covering both the Daily and Sunday World that will give them their Sunday World advertising at the Daily World rate. This makes one of the very best advertising bargains to be had in the Canadian field.

In making your Fall and Winter estimate, ask your favorite agency to tell you about this combination or write direct for rate card, type measure and full information to the Advertising Department,

The Toronto World

40 West Richmond Street, Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 — SEPT. 1916 — NO. 9

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Advertising Success is Measured by Advertising Experience

The fact that we are successfully guiding the sales efforts of some fifty manufacturers of such well-known products as

Shredded Wheat
Old Dutch Cleanser
Chiclets
Waltham Watch
Magic Baking Powder
Pedlar's Products
Williams Piano
Queen Quality Silk Gloves
Steele Briggs' Seeds

and in many cases have done so continuously for a decade or more—doesn't that fact suggest that our Advertising Experience would be a sure foundation on which to build your Advertising Success?

We make no charge for plans or suggestions. Write or phone Adelaide 2231 or 2232 and we'll talk it over—in your office or in ours.

Norris-Patterson Limited

Advertising Agency

Mail Building, Toronto

"IT'S ALL IN THE SERVICE"

How to Figure Values

An Advertisement by Chas. C. Nixon

FOR each 1 cent per line in EVERYWOMAN'S WORLD, the advertiser gets 1,733 circulation, net, to yearly subscribers, (guaranteed by A.B.C. audit).

This basic principle of real fact and actual value of what he gets for each one cent invested is the only basis on which the careful space buyer will judge values and place orders.

We suggest that you figure out, on this same basis, the values in other leading Canadian periodicals; you will discover at once why it is that almost all of the leading national advertisers are using EVERYWOMAN'S WORLD, and year after year are putting this great home magazine on their lists.

* * *

ARE Canadian women the ultimate buyers of your goods?

Then figure out that EVERYWOMAN'S WORLD is subscribed for and read in 10 per cent. of all the homes in Canada (in 15 per cent. of the English-speaking homes, or 1 in every 6.3). Its appeal is directly to Canadian women—indirectly to the men as well, and to all in the home.

* * *

HAVING figured that it is Canadian women who will buy your goods, think of the vast number of them you can reach through this one medium — EVERYWOMAN'S WORLD—and at a rate of only 75c. per line.

Kindly note that you will use the next six periodicals in Canada to give you equal circulation, and the combined rates alone will cost you in excess of $1.22 a line, and this not considering other additional expenses and duplication of circulation.

* * *

We have prepared two little booklets, outlining in detail the comparative value of mediums in Canada. These will be supplied to anyone on request.

PLUS VALUE

What The Latest A.B.C. Audit Shows

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In making your Fall and Winter estimate, ask your favorite agency to tell you about this combination or write direct for rate card, type measure and full information to the Advertising Department,

The Toronto World

40 West Richmond Street, Toronto

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10. Toronto, September, 1916 No. 9

STRAIGHT TALKS

HOW FAR SHOULD NEWSPAPERS CO-OPERATE WITH ADVERTISERS

THE interest developed at the recent Ad Club's Convention in connection with Newspaper co-operation has given rise to considerable discussion as to how far a publisher may be expected to go in rendering assistance to advertisers and prospective advertisers.

It is agreed by publishers and advertisers alike that the publisher can render an important service to advertisers, and materially assist in the success of his campaign and in the advisability of a continuance of advertising.

Just what this service should consist of opinion is at variance.

Many believe that it is the publisher's peculiar office and opportunity, not only to prepare an audience for the acceptance of the advertiser's product—not only to develop the enthusiastic co-operation of the dealers in the field in which his paper circulates—not only do development work in connection with securing window and store display space for the advertiser's product when advertising will be commenced—but also to educate the manufacturer's salesmen and representatives in the particular field covered by his medium to the merits of the advertising campaign and its effect upon their own efforts. In other words, the publisher should become a special agent to the prospective advertiser, carefully oiling all of the chan-

If your advertising is to be directed to the homes in Montreal

The Daily Mail

Will carry your message into more homes in this city than any other morning newspaper.

THINK THAT OVER

IN WINDSOR

and environs nearly everybody reads

The Evening Record

The only Canadian daily in 50 miles of Windsor.

Daily average circulation for August

9,377

Prosperity Courts Its Like

The Manufacturer when advertising and marketing his product prefers to go where prosperity abounds—to a community like that served by the

Kitchener News Record

Where one hundred and forty factories are as busy as a beehive and their 6,000 employees are making good pay and freely spending it for the good things of life that are advertised in their favorite newspaper—

THE NEWS RECORD
(Member of A. B. C.)

nels through which the influence and force of his proposed campaign will radiate.

But on the other hand are others whose ideas of what constitutes a service justly expected of publishers are carefully confined within definite limits. They believe the publisher's co-operation ends when it reaches that point in development work and analysis that the advertiser can accomplish himself.

Definite reports on market possibilities and market conditions touching every branch of business, when kept up-to-date, are invaluable to the advertiser and admitted as an important function of the publication to collect and supply this information to advertisers. An editorial policy that will make the readers of a publication more interested prospects and users of certain classes of product is already being used by a number of publications with considerable success and benefit, but has as yet by no means been generally adopted as a publishing principle.

In the case of the direct development work among dealers there are certain services the publisher can render more effectively himself. His personal acquaintance with his own particular field, his direct connection with its daily activities, the confidence developed through the public's acquaintance with his publication, make it possible for the publisher's efforts to have a considerable influence in any development service.

But to expect the publisher to go to the extent of publishing advertising matter educating the dealer as to the nature and advantages of the advertiser's product is not only attended by grave risks, but practically asking the publisher to pay a portion of the advertiser's legitimate advertising bill.

To expect the publisher to go out among the salesmen and representatives of the advertiser, and heighten their interest in the advertiser's goods and in the interest of the proposed campaign, while possessing many special advantages unobtainable through ordinary means, is, as a whole, practically forcing the publisher to pay a commission or premium to secure an advertising campaign for his publication.

Perhaps Canadian advertisers and those interested in Canadian advertising hold other and enlightened opinions about this question of newspaper co-operation with advertisers?

"COPY FIRST"

STRANGE as it may seem to those who understand and appreciate its importance, the axis upon which a successful advertising campaign turns—Copy—is still given secondly consideration in many advertising departments.

Mention a new appropriation and the mind of the average advertising man immediately pictures extent of media, size of space,

Rates Follow Advancement in Advertising Value

At the present rate of 17½c. flat, advertising and agency men have considered the 45,000 circulation of Western Home Monthly one of the best buys in the magazine field. They have replied in good measure and in like measure have received. The slight increase here announced to

20c. Per Line Flat

will be accepted as in keeping with the ever-increasing advancement in advertising value.

The new rate will be effective with the October issue on casual advertising, and on contract advertising with the issue of January, 1917. Cover pages not governed by the above rate. Preferred position only guaranteed when 25 per cent. extra is agreed to by the advertiser.

Open books is the rule in our Circulation Department. Is there anything you would like to know regarding the nature of homes reached and distribution of our 45,000 circulation? Write.

Western Home Monthly

The Popular Household Magazine of the Canadian West

WINNIPEG, MAN.

Bear in Mind

the Edmonton District when preparing your fall campaign. In this district crop failure is unknown. Samples of well developed grain began to reach our office July 1st and indicate an abundant harvest. Farmers will, this year again, be in a position to purchase freely: with good crops Edmonton trade is assured.

Be in line to get your share. Use the

EDMONTON JOURNAL

The Leader in its Field by Every Test

Alberta Is Prosperous

In 1915 5,352 automobile licenses were issued. In 1916, to september 1st only, 8,551.

It pays to advertise where people have the money to buy.

The Calgary Herald

is Alberta's leading publication

The Herald Publishing Co., Limited

Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

frequency of insertion, dealer interest, everything but the vital spark which alone can give life and power to the other factors in a merchandising campaign.

Before you can intelligently plan an advertising campaign, large or small, or consider media, or think of space, or reflect on striking illustrative effects, the copy side of the campaign must not only be thoroughly mapped out, its direction decided upon, but actually written.

True there are many cases where copy and illustration and size of space can best be decided collectively, but for the average product the above rule holds in regard to the preparation of copy.

Many and many a campaign has been weakened and its possible force considerably lessened because the illustrative portion of the advertising almost crowded the copy off the newspaper page.

Other campaigns have been weakened because of the confining effect of the size of space decided upon. Because of some imaginary virtue in the idea that to make an appropriation pay as many mediums as possible should be used, many an advertising manager cuts his space down to the smallest possible size to enable him to take in practically all usable mediums. The effect is that when copy is written and cuts arranged, crowded, unattractive or incomplete advertisements are the result.

The rule of the copy man today who frames up the advertising matter that reaches the public heart and pocket-book is COPY FIRST, and illustrations, size of space, media and all the other details of a modern campaign will automatically take care of themselves.

PROSPECT OF GENERAL INCREASE IN ADVERTISING RATES

AT present it looks as though the general advertiser will be called upon to bear a more or less general increase in advertising rates for general publicity.

Along with the increases usually appearing at this time of the year comes an announcement from Toronto papers that advertising rates will be increased on all classes of advertising, commencing with the first of October.

The increase is due to the heavy cost of raw materials, the burden of which publishers have been bearing themselves up to the present. One Toronto publisher figures that the increase in cost of raw materials would mean an added tax of $275,000 a year to his former expenses.

We believe that advertisers in general will willingly accept their share of necessary increases in raw materials through slight advances in advertising rates.

The Man with the Money in Canada

CANADIAN farmers have been coining money since the war began. They have been getting war prices for grain, stock, cheese, fodder and other products. As a consequence they have doubled production. Debts and mortgages have been paid off since the opening of war that aforetime were a long and heavy burden. The exceptional prosperity of Canadian farmers has made business in Canada good generally.

Canadian farmers are spending their surplus very freely, mainly on farm improvements. More and better implements, new and better buildings, improved stables and dairies, pedigreed stock, power equipments, lighting and water systems, more comfortable homes, more labor-saving devices in homes, more indulgences—these are the things that Canadian farmers are spending money on today to a greater extent than ever before.

A definite, stimulating factor in directing this new condition is

THE FARMER'S MAGAZINE (Monthly)

IT is different. It has made its own place. It is edited and produced for the progressives among Canadian farmers. Up-to-date methods, equipments and supplies of all kinds have been installed, and new houses and outbuildings erected and fitted up, on suggestions in its columns. It has a practical farmer and a farmer's daughter as co-editors, each of whom is a graduate of a Canadian college. Its contributors are authorities and leaders.

Its Circulation

is procured by advertising and salaried representatives (the publishers have 13 other publications and maintain a strong all-the-year round soliciting staff). Premiums have never been used. Subscribers pay cash, full price ($1 a year). Circulation is nation-wide.

Advertising Rates

are indicated by the minimum page rate which is $58.80 (12 times). Type page measures 2⅜ x 10 inches x 3 columns. Publication date, first of each month.

3-Color Process Covers

numerous illustrations, good paper and superior typography are features of appeal to space-buyers. Advertisements face reading matter.

So it will be perceived that a **Service of Real Value** is rendered space-buyers in providing them with a medium of such pronounced excellence.

Farmers are Planning for 1917

SINCE Canadian farmers are so prosperous they are planning on a generous scale for 1917. This autumn and winter they will come to definite decisions. This after a careful weighing and sifting of the proposals of those **who solicit their favor by publicity.** Those firms whose absence from **The Farmer's Magazine** leads them to be forgotten pay far more dearly for their silence than they would for big space advertising. So we counsel you to have space in every issue of **Farmer's** during the next six months.

Copies and advertising rates on application

The MacLean Publishing Co., Limited, Toronto, Can.

Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng

HOW NEWSPAPERS CAN IMPROVE THEIR SOLICITATIONS WITH ADVERTISING AGENCIES

An Address Delivered at the Publishers' Departmental During the Convention of the Associated Ad Clubs of the World—By Richard A. Foley

ONE day early this month at the Poor Richard Club, where we were all discussing "preparedness," the sales manager of a large manufacturing concern —a man who has handled advertising for several years past in connection with his other work, said to me:

"Why don't the representatives of newspapers and magazines give more time to preparedness?"

"What do you mean?" said I.

"Well," he replied, "a lot of them come to see us without really preparing their story as thoroughly as they should. They come to see us in many cases, without any real reason for asking for the account.

"Two methods of solicitation seem to be open:

"First: 'We should have your advertising because the other fellow has it.'

"Second: 'You ought to advertise with us because your competitor advertises with us.' "

This sales manager further said to me that he had often asked representatives why they had never called upon him before his house became an advertiser. Usually this question took the solicitor off his feet. Sometimes he would try to make up a reason while he thought about it, and sometimes he would be strong enough to acknowledge he was following the line of least resistance by soliciting space users rather than helping to create them.

"What solicitors need," said this sales manager, "is more of the up-to-dateness, real information and greater preparedness."

SOLICITORS SHOULD KNOW BOTH SIDES OF THE STORY

This comes direct from a man who is solicited several times a week, and to some extent it covers the criticism that might be offered by the advertising agents. The solicitor should prepare his story thoroughly in advance and know what he is talking about both from the standpoint of the advertiser and from his publisher's viewpoint as well.

Of all solicitors for newspapers, those in the foreign field are, in most cases, the most thorough and best informed.

Newspapers sometimes make the mistake of sending out men who are not capable of meeting on the same plane of business knowledge those upon whom they are to call. A newspaper representative should be a man of presence, of ability and tact. Too many solicitors stop in to say "Hello" in passing, and do not come in with something definite in mind.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Highest Grade
ELECTROS
AND
STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

To make a proper impression, a newspaper solicitor should know all about his paper, should know *all* its rates, should know local conditions thoroughly, how the paper stands among the various lines of trade, what the paper will do to help the advertiser among his trade, and also what the paper can do in the way of position.

KNOW WHERE AN ADVERTISER CAN EXPECT TO SEE HIS AD

Position is a very important factor in advertising, and many representatives are not acquainted with conditions of their own paper or papers. They do not know what they can do until they have taken the matter up specially with the publisher. This may be necessary in some cases, but the representative should have the confidence of his publisher to such an extent that the publisher will abide by practically whatever he does. Of course, the representative cannot be expected to be posted all the time on local business, so that he can know just what he can promise in the foreign field, but he should be sufficiently in touch to approximate what can be done.

In the matter of position, when an advertiser or an advertising agency wants something specific, too often the solicitor will say that it cannot be done without extra charge, when it should be the aim of a newspaper to give an advertiser full position every time it can possibly do so. It is a part of the newspaper's service to work along this line, and unless it is absolutely impossible to give full position, no extra charge should be made.

We sometimes think that the newspaper publisher and his representative look upon the advertiser as an enemy rather than a friend. His requests and his desire to make a good showing in the newspaper, so far as position is concerned, are often looked upon with the same suspicion as the second-story man making a midnight visit.

ONLY ONE RULE GOVERNING READERS

We do not believe in the indiscriminate giving of space, but the newspapers have themselves to blame if advertisers seek their help in putting across their story, and by this I mean in reading matter in the news columns, for they see the columns about baseball and other things and wonder why they, too, cannot be among the favored of fortune who have editorial assistance rendered in their business quest.

Why, your newspapers are filled with the most inconsequential items about automobiles, automobile manufacturers, automobile representatives; and every time a new manager comes to town his picture is in the paper with a column and a half of fulsome nothingness about what he has to say. Sometimes it looks as though a vacuum cleaner were used to get the matter that goes into newspaper columns, and yet when the president of a great tobacco company invents a brand new type of tobacco, something that every man is interested in, if he gets a

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton

Publishing Company, Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 971

MONTREAL OFFICE
18 CORISTINE BLDG.

stick, by the time it reaches him it wears the royal mantle of kingly favor, so much stress is placed upon the special conditions which the representative has obtained. And we appreciate the representative's effort, but at the same time the advertiser and ourselves observe that the baseball advertising seems to have been put under a trip hammer before it reaches the newspaper, while the gossip is blown up with a force pump.

We realize that baseball is news, and perhaps this is all beside the question of solicitation, but it is just such things as this that the representative should be prepared to discuss. We agents are between the upper and the nether millstone. We have on one side the advertiser's wonderment that he must pay for every little privilege, when others gain so much with scarcely an effort; and on the other side we have your rules and regulations and the non-acquaintance of your representatives with many of these.

Again, some solicitors are so thoroughly imbued with their own proposition that they cannot recognize the merits of any other, and are extremely put out if they are not favored with practically every line of business that an advertising agency issues. Fortunately, this is not true of all solicitors.

THE DANGER OF OVER-SOLICITATION

In local solicitation, many an account is killed or stunted practically before it has gotten any real start, through over-solicitation. We will say, for example, that an advertising agency prepares a campaign for a product that has never been advertised. One paper in the city may be used, and if there are three or four other papers in city, the representatives of these papers will call on the advertiser and treat him to a large amount of argument as to why he has made the mistake of his life in not using their papers. After that, it is only because of double work on the part of the agency that the advertiser does not lose confidence and either want to stop or cut the advertising.

Often in calling on agencies solicitors are overly insistent on seeing the space buyer when he is particularly busy, and it often happens at that time the space buyer is busy figuring a campaign in which the solicitor's paper is or will be involved and he doesn't need to see him. A written message is sometimes at least as good as needless solicitation.

THE SELF-IMPORTANT SOLICITOR

Another type of solicitor is the one who always wants to see the president or one of the high officials of the advertising agency, and does not think the man designated by the agency to deal with him is sufficiently important for him to see. This type of solicitor is really standing in his own light and he should recognize the fact and keep away from the president or any other high official because an agency doing business along this line will soon have very little or no business to place. For agency producers must be left alone and sooner or later solicitors will find that if they cultivate the space

buyer, by giving real information and real facts, they will positively secure more business than they could through any other channel.

No newspaper or publication of any sort should make a practice of sending three or four men to an agency on different lines, such as school advertising, etc. One man should be big enough to cover all, so far as that agency is concerned.

The newspaper solicitor should aim to take up just as little of the agency man's time as possible, yet keep him well informed.

These criticisms, of course, do not apply to all solicitors or to all newspapers, as, fortunately for the agency, there are in the advertising field a great many very intelligent men who know how to work properly.

The other day a publisher said to me:

"How would you really define or describe epigrammatically, an advertising solicitor?"

Permit me to essay the task:

ADVERTISING SOLICITORS ARE—WELL, MANY THINGS

An advertising solicitor is a man who believes his paper ought to have every advertisenemt that is printed and several hundred that never were printed and aren't likely to be. He is a man of intense likes and dislikes. He likes the advertising agent who gives him a new advertising order to-day, and dislikes him when he doesn't give him another new one that goes out to-morrow.

He always knows why Jones lost an account and Smith got it, and is the first in at the death and the earliest visitor to compliment the new baby.

The advertising solicitor carries a pleasant air, a circulation statement and a fine old assortment of tips, many of them handed down from generation to generation.

The advertising solicitor is a man who never "knocks"—he just walks in—and uses a sledge hammer on the other fellow's rate card and sworn circulation statement.

The sworn statement most used is—

"It's a damn shame the judgment some men use in selecting mediums!"

SOME POSSESS SOCIALISTIC TENDENCIES

Politically, most advertising solicitors are socialists. If the representative of the morning paper gets a contract, the representative of the evening newspaper comes in and says: "Can't we have some of that?"

Equal division of property—that's the socialistic creed, isn't it?

The advertising solicitor's life is full of surprises. He is invariably surprised that you used the other newspaper.

He always knows his P's and Q's, but he isn't always sure about his A, B, C's.

The advertising solicitor is the only man who has ever proved that figures can lie—in fact, that old man Ananias must have invented mathematics, for the advertising solicitor can take the other fellow's lineage statement and show that instead of gaining 100,000

lines last month, the darned old paper is headed for the bankruptcy courts.

THE SOLICITOR—STATISTICIAN

If you advertise tobacco the advertising solicitor will furnish statistics showing that his paper carries more tobacco advertising than any other, and if you advertise woman's apparel he'll prove that 90 per cent. of his paper's readers are women.

The advertising solicitor can call on a man with one local account and make him feel as big as Fred Ayer; and he can impress the space buyer of the biggest agency with the feeling that he has inside information necessary to that lordly being's future happiness.

AFTER ALL HE IS A GOOD FELLOW

But taking him all in all, the advertising solicitor, after all, is a good fellow. Loyal to his newspaper, he'll fight for it, he'll die for it, he'll live for it—he'll—well, he'll *almost* lie for it.

He gets to know the agency that plays the game fair, and he plays just that way. He appreciates honesty more than the average man. He likes to hear the truth—even if it's a monologue. He despises bunk, even where it isn't policy to say so; he is something of a toreador, for he is expert at dodging the bull.

He has to meet all sorts, many of them out of sorts. He carries around a lot of confidential information and seldom, if ever, leaks. He's a digger for nuggets of business often where the lode runs light, but he keeps on digging. He must be a big man, for he represents a big proposition—the newspaper.

And in conclusion, gentlemen, please remember that your solicitor represents you. So far as we agents know, he *is* you—he *is* your newspaper. Give him full credentials with power to act. And if he is not the man to be trusted with plenipotentiary powers, don't send him out at all. Make envoys of only those men whom you can trust in all the delicate adjustments of diplomacy; who will meet with dignity and clarity of vision, the problems that daily arise in the clash of business.

Such men—and there are many of them—find ready welcome in the offices, and sometimes in the councils, of those who make or buy advertising.

SPASMODIC ADVERTISING

NO one ever made a success out of spasmodic advertising. Successful advertising is the continual pounding away at prospective buyers until when they think of your particular line of goods they immediately think of you. The public mind is fickle. It easily forgets. Spasmodic advertising is a waste of money, time and effort. If you haven't faith enough in real advertising to make it a component part of your business, then don't start it. Spasmodic advertising has killed many a man's belief in advertising. It's a poor proposition from beginning to end.

THE BUSINESS PILOT

WHEN a business is on the verge of bankruptcy an advertising expert is usually considered with some degree of respectful appreciation. There is no reason why this should not be done before the concern reaches this financial crisis. It is like locking the stable door after the horse has been stolen. Until recently only sick people summoned the physician. Sensible people consult their physician regularly, so that they shall not fall ill if medical foresight can prevent it. So business organizations should regularly employ professional business pilots. Affairs should be guarded against the possibility of becoming tangled. A science of prevention and cure has been demanded. Hence, a new profession —*business piloting*—is making its way in the business world.

The work is new. It shows the way of maximum profits for minimum expenditures for all kinds of enterprises who have goods to sell. And the basis of increasing business is scheme-selling through up-to-date and novel advertising campaigns.

Some people seem to think that this is a curious profession—possibly because it is new. Everything has a beginning. The wheels of progress are kept revolving by innovation. The systematizing of mercantile enterprises is certainly interesting, difficult, and, in some cases, spectacular. It is important, and the strenuous business life of to-day, and the modern tendency of speculation, makes it a necessity of the times. Modern merchandising in all its operations is dependent upon exact and economical methods. Competition is growing; to maintain a profitable business the business man must be more than a judge of goods. He must be a born organizer and executor, an economist, a diplomat, a salesman, an advertiser, and a man of ideas. Few persons possess all these qualities individually. The modern business pilot comes in here to supplement such deficiencies as exist and expand natural abilities within the establishment that he serves.

There is no dictionary of business methods. Situations are arising constantly for which there is no rule, but which require the advice and assistance of *Business Pilots*. Men become proficient as business pilots only by training, experience, and study. These offer their services as supplementing, in an advisory way, the business man's knowledge of conditions. They are students of schemes and values of *publicity* and *inducements*. They watch the world's markets and inventions, but, above all, study human nature. They go about their work very much as a doctor approaches a patient or a lawyer his brief. They have nothing to offer but their services as advertising and selling experts. They have nothing to sell. They diagnose a case or prepare a system after a careful investigation of the

individual firm for which they are trying to do something.

While attempting to double a business, the business pilot often must suffer as other professional men have suffered, because, after seeking his advice, a client fails to adopt it wholly or grows lax in observing it after a time.

The business pilot tries to devise ways of keeping system going automatically. When once established, it can not fail to work; any interference with it becomes apparent immediately. No detail of putting into operation an *advertisement* or an *inducement system* is too small for him to consider. After investigating a merchant's affairs, he rarely fails to find something wrong by remedying which he can materially increase profits. The greatest difficulty he experiences is to teach men to advertise properly. One man uses an inch space to advertise a product, when a page should have been bought. Another should employ special mediums liberally to make stronger personal appeals to his customers, when he perhaps sticks entirely to general publicity. Another is wasting his advertisement fund without getting results. Advertising in its broadest definition includes every act in the conduct of a business which attracts the favorable attention and aids the selling of merchandise at a profit. Thus the business pilot is necessarily a much broader and more experienced business man than is required to fill the office of the "advertising manager." He must know more than the advertising manager about his own work and a great deal else besides. He must be an expert sales manager and general manager in addition—and then some.—*The Novelty News.*

WHERE THE ADVERTISING EXPERT COMES IN

THE trouble with doing your own advertising is just this: You are busy as you can be all the time. You can't collect your thoughts and centre them on an ad. when your mind is grappling with forty other problems. You put off the adwriting. The last minute comes. The printer is waiting. You scribble off something in a hurry—don't have time to consider whether there is some important thing to tell about or not. The ad is not finished; it is rough, and of course more or less rambling. It is poorly constructed. It isn't that you couldn't do as well, if you had time to observe, to think, and to read, as any professional advertisement writer. It is that you neglect it. It is the fact that a person devotes his time to these matters that makes a professional of him. Advertising must not be nelgected. It is money literally thrown away if it is not done right. No reasonable adwriter claims that he can accomplish wonders. But it is his business to attend to the detail of that part of your business, and detail is everything.

Do the disagreeable task now—you will find that the doing is not so bad as looking forward to it.

VERSE IN ADVERTISEMENTS

By Arthur E. Nealy

THE most effective advertisement is one that calls to mind a picture of the thing to be sold and creates a desire or want for that thing. The function of poetry by the most rapid and striking word arrangement will produce the proper appeal to the reader in many instances. A line of verse is equivalent to a half-page of prose; a metaphor will cover a story in itself. Verse, then, falls in with the advertiser's requirements of limited space and forceful expression.

Verse, however, appeals to the sympathies, the emotions and the sensations rather than to the brain and reasoning processes. It would be ridiculous to attempt to sell a piece of machinery or a set of office appliances through the medium of verse; these things appeal to our sense of economy and efficiency. Since, however, verse will call to mind a picture of the article to be sold, and stimulate the senses far more quickly and attractively than prose, and further, if the commodity which is to be sold will, of itself, create a desire when the picture of it is brought effectively to mind, verse is the most efficient medium for the sale of that commodity. Foodstuffs, those that appeal most forcibly to the palate, are such.

There is, however, nothing more repelling than an advertisement which embodies poor or mediocre verse. This is the reason why advertisers are chary of using it, then, too, there are very few copy men who can see farther than the selling points. To state simply and straightforwardly in attractive type arrangement the merits of an article, may be the work of the average copywriter but not of the advertising genius.

Suppose the subject to be advertised was a brand of ice cream. Would it be essential to go about the preparation of the copy by the enumeration of its various fine qualities and selling points? That might suffice for prose, and it might sell ice cream for the company by recalling to the public the fact that there was such a thing as ice cream, but it would not go far in creating an extensive demand. The proper thing to do would be to compose a few snappy lines of verse, perfectly rhymed, calling to the mind of the reader, some agreeable hot weather scene in which such elements as recreation, heat, health, and thirst mingle together so truthfully and realistic that a similar scene may be recalled to memory. Not a selling point need be mentioned, yet each would be forcibly and tactfully impressed on the consumer through the vivid word picture of the verse.

Verse that lends an impression of the exactness and naturalness of a product, in an appealing, convincing way, is a boon to advertisers but poor verse, which is composed of artificiality, is an enemy to the product as well as the advertiser. Verse must be verse and not copy.—*The Advertising World.*

THE HERE AND NOW

By Byron Howard

IT is easy to look back and see the wonderful opportunities of the past—to see how easy it was to succeed but a few years ago, by merely advertising—and, measured by to-day's standards, the advertising which made fortunes for many men was poor advertising.

It is easy to say: "If I had lived then and could have had my present knowledge, I would have swept things." The men who did live then and advertised and made fortunes by what would now be called mediocre publicity, blazed the trail, they began setting the standards, establishing the precedents, proving the worth of publicity. Many of them, at the start, denied themselves food and clothing in order to buy space and this, mind you, was before men knew the avlue of advertising as they do to-day.

These pioneers possessed foresight, faith, and frugality; they backed these qualities up with grit and the combination won. It will win to-day. The man of to-day has more competition to be sure, but he also has the accumulated knowledge and experience of the past; he has, too, a larger public to which he can appeal. If he brings the hard work, originality and determination possessed by the advertisers of thirty years ago to his task, he will stand out from the general ruck of advertisers and will succeed.

Thirty years from now men will be pointing back to the beginning of the century and telling of the greater opportunities open to the men of to-day. They will show how easy it was for any fool to go into business, advertise and succeed, and then they will exclaim wearily, "but the opportunity is gone!" The opportunity is always open—the man finds the opportunity; it doesn't knock at his door as explained by the late J. J. Ingalls in his wellknown sonnet. The way to find opportunity is to work—work along the right lines. Every man has not the ability to succeed largely, yet a small success is probably more satisfying to a small man than a great success is to a large one. Alexander sighed for more worlds to conquer.

There is so much to be done if we would but do it; and life is short. Yet, the hours most of us waste—and every hour an opportunity!

S. E. Wrigley, publisher of the *Military News*, Winnipeg, recently enlisted with the 100th Battalion. Mr. Wrigley has been doing some excellent recruiting work for several of the Winnipeg Battalions. Seeing that his chances were not good of getting to the front before Spring he dropped the stripes bestowed on him by the 222nd and joined the 100th Battalion as a private.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

IT seems to be becoming the vogue in underwear advertising to make the underwear itself the most unimportant part of the advertisement. We have seen underwear advertisements illustrating some of the most delightful boudoirs, the cosiest little homes and

"Why the Spring Needle Rib?"
BECAUSE the Spring Needle Ribbed Stitch gives to the fabric an elasticity possible in no other way. There is a springy, rebounding strength to every garment that brings it back to normal shape the moment the pressure is removed. In all popular fabrics and sizes, for men, women and children.
Watson's
SPRING NEEDLE RIBBED
UNDERWEAR
The Watson Manufacturing Company, Limited, Brantford, Ontario 102

Good copy, but not backed up by the illustration

the most oddly dressed women. All very well in themselves for furniture, home furnishings and ladies' ready-to-wear houses, but of questionable benefit indeed to the manufacturer of underwear.

The Watson advertisement seems to have allowed itself to be swept into the current of this new fangled and impractical fashion. The copy itself is excellent, working up in convincing fashion one of the most important points in connection with underwear, but it forfeits the strength thus gained through the use of an illustration which not only fails to depict graphically the point thus made, but holds the garment away from the point of interest in the picture.

It is about time underwear manufacturers got down to hard pan in advertising copy and clearly and definitely showed the public through word and picture some of the many points in connection with underwear they are really waiting to know, and that will guide them in making their purchases.

* * *

First impressions are often the governing factors in the public's interest in an advertised product. Through the character and distinction of their advertising the Waltham Watch Company have laid solid hold upon the interest and consideration of the public in their advertising of their line of quality watches.

Time was when a wrist watch was considered rather a clumsy and awkward piece of personal apparel, but the Waltham Watch Company have very successfully changed this attitude and impression of the public through the exquisite

The Waltham
THE satisfaction of knowing the watch you wear will be in good taste for years to come is second only to the pleasure of owning a Waltham. The Waltham Convertible Wrist Watch can be worn in whichever form fashion and good taste may dictate. This is the watch with the disappearing eye, which folds back out of sight when its use as a wrist watch is not desired. Your Jeweller will recommend the Waltham Convertible Wrist Watch for its accuracy, as well as its beauty and convenience. Can be had for $18 and up. Write for new booklet "Concerning a Timepiece."
WALTHAM WATCH COMPANY, MONTREAL

Impressive through dignified appearance and appeal

daintiness of their watches and the distinction of their advertising, and have made the wearing of wrist watches everywhere a mark of good taste.

* * *

We have seen all kinds of advertising in our day. We have seen advertising developed from the standpoint of atmosphere and the "straight from the shoulder" business talk. We have seen the crude and the refined, the brazen and the modest, the persuasive and the inviting but never before have we known of an advertiser who so calmly and willingly paid the publisher good money for the permission to entertain his readers—never before—until the introducduction of the wondrous "Maiden Canada" line of comic strips.

Do not permit yourself to be confused or prejudicial in your judgement of this advertising. Let not jealousy warp your opinion, nor the vanity of advertising experience distort your fair conclusions. Consider it from every angle of possible worthiness.

Consider it from the standpoint of the softening effect of humor in advertising. Consider it from the standpoint of the melting power of human interest. Consider it from the angle of the lucidness and clearness that illustrations usually give to advertising. Consider it from every possible advertising standpoint or principle you ever knew of or dreamed of. Is there any possible excuse for such an advertising atrocity to continue to be perpetrated upon an impressionable and unsuspecting public.

All praise to L. L. B., the originator. For is it not his astonishing imaginative genius that is

And then we hear that advertising is intended to SELL GOODS!

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
Others Make the Records---
The Sonora Plays Them All---And Plays Them BETTER
THE SONORA plays every Disc Record made
THE SONORA, alone, draws forth from each record that wonderful richness and exquisite tone shading which raises this phonograph above mere mechanism. That is why it received the Gold Medal of Honor for highest tone quality at the Panama Pacific International Exhibition
THE SONORA'S motor runs silently. Not a suggestion of scraping distracts the attention from the melody. Built for durability, this is the only motor made which will run for half an hour with one winding.
ITS TONE CONTROL—a patented feature exclusive to the Sonora—permits you to adapt the volume of sound to a room of any size, or to control it as your own mood dictates while you play.
Prices: $67.50, $82.50, $80.00, $100.00, $135.00, $206.00, $260.00, $296.00, $300.00, $475.00, $1,800.00.
I. MONTAGNES & CO., Canadian Distributors
Office and Demonstration Rooms—Pyrrie Building, Yonge and Shuter Sts. Toronto.
Ask for a Demonstration at the Following Shearooms
Cecilian Company, Limited, 420 Yonge Street
F. C. Burroughes Furniture Co., Queen and Bathurst Streets

When Unity takes a vacation

making it possible for the poor dear public to turn from daily cares for two full minutes crammed full of the most delightful enjoyment.

All praise to him still more, if when next year's appropriation is being considered by the company, he is still enabled to maintain their confidence and trust in the power of advertising.

* * *

It frequently happens that the advertising copy man or the one responsible for the preparation of an advertising campaign is more or less one-sided in his ability and accomplishments. If he is strong on the underlying idea of the campaign, he is perhaps weak in its development. If he is heavy in the matter of copy, he is often light in the matter of lay-out and design. The man who can handle both, and well, is a "find" for any advertiser. It is from this cause perhaps that the "Sonora" advertisement suffers. The copy itself is not only all that can be expected—it is really above the average, but its forcefulness is materially lessened through the handicap of a poor lay-out.

Unity is the thing to strive for in the construction of an advertisement. Unity blends all parts together in a noticeably pleasing whole. The "Sonora" advertising is practically divided into two dis-

Comfort in Cool Weather
A Perfection Smokeless Oil Heater gives you just the heat you want for chilly Fall nights and mornings.
Ready in a minute. No wood to cut, no coal to carry. Lights at the touch of a match — 10 hours glowing warmth on a single gallon of Royalite Oil.
No smoke or smell. Easily carried wherever needed.
Dealers everywhere. If your dealer cannot supply you, write us direct.
For best results use Royalite Coal Oil—the economical fuel.
THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES
PERFECTION
PERFECTION
SMOKELESS OIL HEATERS

Giving personality to a commonplace article

tinct sections, and this disparity was even more noticeable as the advertisement appeared among others on the newspaper page.

Another Mennen Triumph!

FIRST — a world-famed Talcum Powder — then a newer and better Shaving Cream—and *now* an ideal Dentifrice well worthy of the House of Mennen.

Mennen's is an antiseptic, agreeably flavored toothpaste. It does not scour the teeth, but by gentle action and emulsifying process cleanses and polishes. (Many tooth preparations simply scour the teeth, thus injuring the enamel.) Ask for

MENNEN'S
CREAM DENTIFRICE

At your Druggists. If you do not find it readily, send 10c. and we will send you a Demonstrator tube containing enough to enable you to give this Dentifrice a thorough trial. Write today.

Selling Agents for Canada
HAROLD F. RITCHIE & CO. LIMITED
10C McCaul Street, Toronto

Made in Canada. 28

G. Mennen Chemical Co., Montreal.

Making capital out of past successes

The trade mark is distinctly separated from the rest of the advertisement, the illustrated section is only connected by the top of the man's head, and the strip of white space just below the upper panel is so prominent as to make it doubtful for a moment whether the two sections of this advertisement belong to each other or are two separate advertisements. The force of the illustration and copy themselves is therefore weakened and the force of this size of space is also lessened to a considerable degree. Unity would have made a strong and forceful advertisement of this disconnected arrangement of parts.

* * *

There is no missing the "Perfection" Heater advertisement as it comes right out of the page to meet you with its pleasing appearance and message of cheery warmth and comfort.

One would think it difficult indeed to advertise attractively so prosaic a product as an oil heater, but the Imperial Oil Co. have secured a personality and distinction—yes, and even a human interest—for their advertising that lifts it far above the dullness of mediocrity.

Just one little point—the trade mark. The majority of the public would remember it much better if it was more prominent and more clearly defined.

* * *

It is regrettable that many manufacturers and distributors of several lines of products, or a family of products, fail to "cash in" on the reputation and confidence gained for their name

through the former advertising of their other lines when a new member is to be added to their family or list of goods.

Years of patient educational effort are usually required to obtain the confidence of the public, in a name or trade mark, but the Mennen ad shows us how this time and effort may be saved when a new member of a line of products is to be marketed. In a single sentence they sum up the virtues of their other products and so associate the new product with the value and character of the old that our interest and confidence in all are strengthened and made secure.

In one way only may this advertisement be improved, and that is with a little more vivid description of how this new Dentifrice differs from all others on the market.

THE business problem is how to get more of it and how to make it more satisfactory.

Reaching out for more business is advertising; convincing more people is good business sense.

To-day is the day of advertising. Make the best of it.

Every merchant establishes his own standard of advertising.

The best advertisement is yet to be written and the advertisers of to-day are practising up to their best effort.

Business comes to the man who knows how to tell about the advantages of buying what he is offering.

It is impossible to convince people unless you have both the stock to sell and the ability to tell why it is worth buying.

WITH BRAINS

IT does not need a large amount of money to succeed as an advertiser, provided you have ideas —brains. The man with ideas will accumulate the dollars as he goes along, while the fellow with a large bank roll who is short of brains is likely to drop his pile if he goes up against the advertising proposition without taking advice from some one who knows.

HONEST ADS PAYS

THE honest, straightforward ad, which tells about the goods you are exploiting, is more likely to bring trade than the startlingly sensational style which much good time has been wasted in evolving. You do not wish merely to attract attention—you wish to convince those whose attention is attracted. This takes something more than flamboyant rhetoric.

IT ALL DEPENDS

THE way advertising should be written depends upon the class to whom it is addressed. Talk which would convince the ultra-refined might fall down entirely if addressed to workingmen. Yet it is probably true that a simply-worded, straightforward story would appeal to both classes, if one could find an article which appealed to both.

One can often get ideas from another's advertising—in many cases it will teach him what not to do.

KEYED ADVERTISEMENTS

Does Keying of Advertisements Determine the Value of Advertising Mediums?—By Truman A. De Weese. Director of Publicity, Shredded Wheat Co.

ADVERTISING has had to stand for a great deal of buncomb. Not being an exact science, Advertising presents opportunities for no end of flim-flam. Buying Advertising is not like buying wheat or coal at so much per bushel. Advertising has advanced to a point, however, where an advertiser may know exactly what he is buying. This is particularly true of newspaper advertising. It is no longer difficult to get the facts regarding quantity and quality of circulation of a certain newspaper in a certain town. After ascertaining these facts it is up to the advertiser. If the newspaper doesn't reach the kind of people who use his product, or if the paper carries objectionable advertising, he need not waste money on it. If he decides to use the paper, however, it is up to him to prepare the copy that will get the attention and interest of the readers.

Up to this point everything is smooth sailing. Everything is perfectly understood and no ridiculous promises are made. The advertiser knows what he is buying. He knows he is buying the opportunity to present to the readers of that paper each day certain information regarding his goods. He isn't buying pig-iron at so much per ton, and he knows it.

Now comes along the flim-flam Artist who offers to "guarantee" results—just as though you could guarantee the mental operations of ten or a hundred thousand readers! His favorite flim-flam is "keyed advertising." He is loaded with tabulated data regarding results of keyed advertising in his medium. There is a ten-to-one bet that these data have been manufactured for the purpose.

When you come to the national advertiser whose goods are sold through the trade there is absolutely no possible way in which you can key his advertising. Suppose he offers a free booklet to all who write for it. The number of inquiries for the booklet are no indication whatever as to the advertising value of that medium. It may simply mean that the publication goes to a lot of cheap, inconsequential persons not engaged in doing anything useful, with a lot of time on their hands, who have a craze for getting something for nothing, who like to write for all sorts of booklets, circulars, etc. Ninety per cent. of them will not even enclose a postage stamp—they haven't the price of the stamp.

As a matter of fact the newspaper or magazine that never develops an inquiry for booklets or circulars may be the most valuable advertising medium for a national advertiser. If it goes to

intelligent people of high purchasing power the chances are the advertiser will get more real value from the advertising than from a publication the readers of which have time to sit down and write postal card requests for circulars.

Here is an advertiser who advertises a million dollars' worth of bonds in the newspapers. By a system of tabulation more or less reliable the advertiser is able to trace the sale of $400,000 worth of bonds to five different mediums, one medium bringing twenty inquiries and selling $200,000 worth of the bonds; another bringing ten inquiries and selling $10,000 worth of bonds; another bringing five inquiries and selling $5,000 worth of bonds; and others bringing two inquiries and selling $2,500 worth of bonds each.

The advertiser takes a percentage of each and bases results on the table accordingly. In other words, the paper which sold $200,000 worth of bonds on twenty inquiries will be given credit for selling $500,000 worth of the bonds, or fifty per cent. based on the percentage.

The system of estimating the selling power of a newspaper for this particular commodity is radically wrong because the medium which produced the most inquiries may or may not be responsible for the larger percentage; and a big block of bonds may have been bought by one or two individuals included in the circulation of the newspaper producing the least number of inquiries.

In order to assess real values in advertising mediums one must get rid of flim-flam and get a rational attitude toward it. The medium that carries your message every day to a certain definite number of intelligent readers of real purchasing power is the medium that is building business for you year by year, even though it never draws out postal card "inquiries" from people who have nothing to do and no money with which to buy your goods.

JUST AS ADVERTISED

CHARLES S. SINNIXON, a London advertising expert, was praising, in New York, the change that has come over the advertisement.

"In advertising, as in other things," he said, "it has been found that honesty pays, and to-day, throughout the world, the successful advertiser is modest and conservative in his statements.

"Advertising is no longer mistrusted. Things are no longer as they were in Phatt's day.

"'You know Phatt, our 400-lb. bookkeeper?' said one man in the street to another.

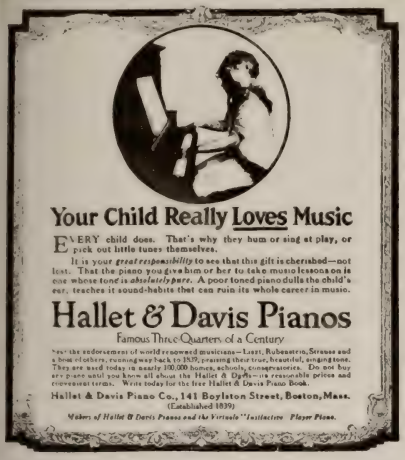
"'Yes, what of him?'

"'Well, he saw an ad in the paper, "Fat Folks Reduced, $5," and answered it.'

"'Did he get any reply?'

"'Oh, yes, it was just as advertised.'

"'That's good. How much was he reduced?'

"'Why just as the ad said—$5.'"

Your Child Really Loves Music
EVERY child does. That's why they hum or sing at play, or pick out little tunes themselves.
It is your great responsibility to see that the gift is cherished—not lost. That the piano you give him or her to take music lessons on is one whose tone is absolutely pure. A poor toned piano dulls the child's ear, teaches it sound-habits that can ruin its whole career in music.
Hallet & Davis Pianos
Famous Three Quarters of a Century
Hallet & Davis Piano Co., 141 Boylston Street, Boston, Mass.
(Established 1839)

Has been appearing in American Magazines

Appeared recently in Toronto Newspapers

MERELY COINCIDENTAL OR WHAT?

Bare-faced Swiping may be a Convenient Means of Catching Closing Forms, but the Practice is One Inevitably detrimental to the Swiper

THERE must have been many another man similarly situated, sitting there in the evening before his open grate, reading the day's news.

There must have been many another man similarly attracted by an ad containing the delightful picture of a charming little girl, playing the piano, and by the appealing, human-interest heading: "Your Child Really *Loves* Music" —sure to give the bump of paternal pride and affection an awfully sweet and soothing rub.

There must have been many another man similarly chagrined, as he read down through the ad, to find the unfolding appeal very, very familiar. As a matter of fact, practically each progressive word was but an echo of a former ad, except that certain titles and qualifications were altered to suit the occasion.

The world of buyers extend their favors and open their purses to products of top-notch merit. To imitate another's goods or his advertising is to acknowledge yourself and your goods as second-raters.

Considering the good copy that has been appearing of late for the Dominion Piano Co., it is unfortunate, indeed, that this evident swipe was allowed to work its ill-effect against the carefully planned educational work of recent copy.

MAYBE "EUGENE" COULDN'T SIZE THEM UP

Funny Things the Noted American Author and Journalist, Eugene Field, Wrote in His Primer About Our Friends the Newspaper Men

THE BUSINESS MANAGER

Here we Have a Business Manager. He is Blowing about the Circulation of the Paper. He is Saying the Paper has Entered upon an Era of Unprecedented Prosperity. In a Minute he will Go up Stairs and Chide the Editor for leaving the Gas Burning while he Went out for a Drink of Water, and he will dock a Reporter Four Dollars because a Subscriber has Licked him and he cannot Work. Little Children, if we Believed Business Managers went to Heaven, we would Give up our Pew in Church.

THE CITY EDITOR

Here we Have a City Editor. He is Talking with the Foreman. He is saying he will have a Full Paper in the Morning. The Foreman is Smiling Sadly. Maybe he is Thinking the Paper will have a Full City Editor before morning. (Not after September 16th).

THE EDITOR'S HOME

Here is a Castle. It is the Home of an Editor. It has stained Glass windows and Mahogany stairways. In front of the Castle is a park. Is it not Sweet? The lady in the Park is the editor's wife. She wears a Costly robe of Velvet trimmed with Gold Lace, and there are Pearls and Rubies in her hair. The editor sits on the front Stoop smoking an Havana Cigar. His little Children are playing with diamond Marbles on the Tesselated Floor. The editor can afford to Live in Style. He gets Seventy-Five Dollars a month Wages.

THE BAD MAN

Here is a Man who has just Stopped his Paper. What a Miserable looking Creature he is. He looks as if he had been stealing Sheep. How will he Know what is going on, now that he has Stopped his Paper? He will Borrow his Neighbor's Paper. One of these Days he will Break his leg, or be a Candidate for Office, and then the Paper will say Nothing about it. That will be treating him just Right, will it not, little Children?

THE FOREMAN

Who is this Ferocious looking Man? He is Foreman in a Printing office. He gets Paid for Throwing Men Down Stairs when they Come in to Lick the Editor, and for Putting wrong dates at the Head of the Paper. He can Pi more type in fifteen Minutes than Seven Printers can Set up

in Two Weeks. He loves to ask the Editor for Copy. If it were not for Him, the Paper would Look pretty Well every morning. Everything would be Fat and none of the live Ads would be Left out.

A DIAMOND PIN

Here is a Diamond Pin. The Editor won it at Church Fair. There were Ten Chances at Ten Cents a Chance. The Editor Mortgaged his Paper and Took one Chance. The Pin is Worth seven Hundred Dollars. Editors like Diamonds. Sometimes they Wear them in their Shirts, but Generally in their Mind.

TORONTO AD CLUB ORGANIZES RETAIL DIVISION

Plan to Secure Increase in Retail Membership for Mutual Benefit and Co-operation in Merchandising and Advertising Matters

IN the organization of a Retail Division on September 11th, and the election of R. F. Fitzpatrick of Fitzpatrick & O'Connel, clothiers, as Chairman, the members of the Toronto Ad Club saw arrangements completed for a movement to promote better and more resultful advertising and more efficient merchandising practices among the retailers of their city.

At present a programme of action is being mapped out by the Chairman and his committee, which will be in readiness for discussion and adoption at the inaugural dinner of the Division to be held September 25th.

The Division expects to bring into the movement and membership of the Club many of the prominent merchants and their representatives in the various lines of retailing in the city.

The Division intends to interest itself in any progressive civic measures that may effect merchandising methods and, expect soon, to become a factor for or against any matters that may be brought before the city or Board of Control that may affect the interests of the city's merchants.

The members of the Retail Division will also act as a sort of Vigilance Committee, one for the other, to further promote and maintain "Truth" in local retail advertising.

With due regard to the many live, progressive movements Toronto Ad Club has formulated in the past, none seem of brighter prospect than the extensive benefit that should accrue from the formation of this Retail Division.

The *Quebec Telegraph* has made arrangements with The W. F. Long Company, Publishers' Representatives, New York, to handle all their business in the Eastern States.

MEN AND MEDIA

EDWARD J. Guy recently went West to obtain first hand "local color" on the situation in the Prairie Provinces. Mr. Guy is the Eastern representative of a number of Western dailies, including Winnipeg *Free Press*, Regina *Leader*, Calgary *Herald*, Edmonton *Journal* and Saskatoon *Phoenix*.

* * *

Chas. A. Abraham recently retired from the presidency and managership of Winnipeg *Daily Telegram*. Mr. Abraham is one of the best known newspaper men in Canada. He was at one time manager of Toronto *Daily Star* and went to the Winnipeg *Telegram* about 10 years ago. Mr. Abraham is credited with the considerable advancement the *Telegram* has made during the past decade.

* * *

W. F. Ralph, formerly with the advertising service department of Acton Publishing Company, Toronto, is now connected with the Copy and Art Department of Norris-Patterson, Limited.

* * *

W. J. Mitchell, editor and publisher of Clinton *News-Record*, recently died. Mr. Mitchell had conducted the *News-Record* for about 20 years.

* * *

During the National Exhibition, Toronto, the Women's Press Club were entertained in the pretty rooms of the Women's Committee of the Exhibition, Mrs. J. E. Elliott receiving. Among the guests were Sir George and Lady Perley, Miss Church, Noel Marshall, and Miss Elizabeth Banks, of London, England.

* * *

Saskatoon *Phoenix* recently started a list on behalf of Seager Wheeler, the Saskatchewan Wizard of Wheat, who recently lost his entire crop through the ravages of hail. For three years past Mr. Wheeler has brought noteworthy fame to Saskatoon district for winning the prize for the best wheat grown in America.

* * *

Miss Annette Whalley, daughter of T. W. Whalley, formerly publisher of Dundas *Star*, and more recently of Peterboro *Review*, recently became connected with the editorial staff of *Dry Goods Review*, Toronto.

* * *

The newspapers of Canada are looking forward this year to great success with their national newspaper window display week which will be held from October 9th to 14th.

* * *

Things have been stirring somewhat in Ottawa newspaper circles recently.

The *Free Press* a few weeks ago brought out a Rotary Club edition, the editorial contents of which were produced by an editorial board of the local Rotary Club, among the members of which were

the general manager of the American Bank Note Company, manager of the Bank of Nova Scotia, a prominent barrister and a well known patent attorney.

The work was done at the suggestion of the Rotary Club, and the support which they gave in an editorial and business way was most enthusiastic.

Although similar editions published in various other cities in Canada and the United States were splendid, it is reported that the issue produced by the *Free Press* surpassed them all. The Ottawa *Free Press* is also working on specials for the Ottawa Exhibition week. One for the Life Underwriters' Association is to be handled in a similar fashion to the Rotary edition. Another will be for the Ottawa Retail Grocers' Association in connection with the Pure Food Show to be held during the Exhibition.

* * *

In connection with the forthcoming British Columbia provincial elections, the Liberals and Conservatives are making free use of newspaper advertising. Prohibitionists and non-prohibitionists are also at it in the same province.

* * *

Don A. Tuck, formerly with the service department of Norris-Patterson, Limited, and editor of Economic Advertising, and well known in local advertising circles, was recently appointed private secretary to General Alderson, Inspector-in-Chief of the Canadian Forces in England.

In the early months of the war Mr. Tuck joined the 35th Battalion for overseas service, but while his unit was in England he met with an accident in which his arm was broken in four places, thus preventing him from crossing to France with his unit.

* * *

One of the most pleasing ceremonies in connection with the closing of the National Exhibition, Toronto, September 9th, took place in the Press Building, where a number of newspaper members and friends of Mr. Jos. Hay, General Publicity Agent, assembled and presented him with a handsome writing desk. Mr. Harry Anderson made the presentation and asked Mr. Hay to accept it as a token of the esteem in which he was held by the newspaper men of the city and as a slight recognition of the splendid services he had rendered them during the Fair.

* * *

R. M. Glover, former manager of Peterboro *Examiner*, has recently completed arrangements for the purchase of that paper. The paper became purchaseable upon the death of Hon J. R. Stratton a few months ago.

* * *

Following the purchase of the capital stock of J. Walter Thompson Company, Limited, in Canada by Frank G. Smith and his associates, A. J. Denne and Harold A. Moore, the name of the agency has been changed to Smith, Denne & Moore, Limited. The Canadian company has been under the active

management and direction of the present owners for the past three years. Mr. Smith will continue as formerly to have headquarters at New York, Mr. Denne in Toronto and Mr. Moore in London. The company takes over the London office of J. Walter Thompson Company, and succeeds to its continental affiliation with Société Européenne de Publicité of Paris.

* * *

George G. Colvin recently severed his connection with *Canadian Manufacturer* as Advertising Manager, and is now representing the Dominion Life Insurance Co. in Toronto.

* * *

Western Home Monthly is announcing change in rates from seventeen and a half cents to twenty cents flat, effective with October issue on casual advertising and with January next issue on contract advertising.

* * *

Winnipeg Saturday Post announces through their Eastern Representative, D. C. Nixon, Toronto, that commencing with October issues the size of the *Post* will be altered to 8 col., 12½ ems, 20 inches deep. Through the recent installation of a fast newspaper press the *Post* will be in every sense a Sunday newspaper, carrying latest news up to press time Saturday evening and on sale Saturday at 8 p.m., with an early country edition covering outside points. A new rate of five cents flat has also just been established.

BOUQUETS FROM OVERSEAS

"ECONOMIC ADVERTISING," says *Higham's Magazine*, "is a publication hailing from Canada. It addresses itself to Canadian Advertisers, and contains much interesting matter pleasantly presented. It is effectively illustrated by advertisements reproduced in miniature, accompanied by interesting, and sometimes illuminating, criticism. It is admirably printed with an attractive and dignified cover in two colors. Unlike some advertising publications, the 'copy' gives every evidence of thorough and careful preparation with the result that the book is full—if I may use the expression—of 'meat.' Wise editing, however, prevents it from assuming any appearance of stodginess."

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IN TORONTO

THIS is the daily average circulation of The Evening Telegram *in Toronto*, taken from the latest A.B.C. audit. And it is a solid, clean circulation secured without the use of coupons, premiums or similar inducements, and it does not include any incomplete papers such as "noon" or "special" editions.

That for Toronto business The Telegram should be put first on your list of newspapers will be evident from the following list:—

Toronto Newspapers

	Total Circulation.	**Toronto** Circulation
The Evening Telegram -	87,063	81,178
Toronto Daily Star - - -	98,571	51,150
Mail and Empire - - -	71,390	29,483
The Toronto World - -	42,248	27,583
The Globe - - - -	86,391	19,505

(From latest audit)

If you want Toronto's Business, use Toronto's Paper

THE EVENING TELEGRAM

Toronto, Canada

Change of Name and Ownership

FRANK G. SMITH, A. J. DENNE & HAROLD A. MOORE announce that having purchased all the capital stock of the Advertising Agency known as—

"J. Walter Thompson Company of Canada, Limited"

they have changed the name of this Company to SMITH, DENNE & MOORE, Limited.

The change is chiefly one of ownership, as the personnel of the active management remains the same. Mr. Smith will, as formerly, have principal headquarters at New York, Mr. Denne at Toronto, and Mr. Moore at London.

The new owners take pleasure in further announcing that the Company's clientele also remains the same, and this embraces many of the most noted Canadian, U.S. and European firms.

Correspondence is invited with any advertiser who seeks an increased market for his product in Canada. Address us at Toronto.

Smith, Denne & Moore, Limited

General Advertising Agents

LUMSDEN BUILDING, TORONTO

London : Caxton House, S.W. New York : 1463 Broadway

Representatives in France and Continental Europe :
Société Européenne de Publicité, 10, Rue de la Victoire, Paris, France

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 OCT. 1916 NO. 10

SPECIAL NUMBER

Featuring the

Third Annual Meeting

of

Association of Canadian Advertisers

Held in

Toronto, Oct. 26, 27, 1916

Choose Your Agency as You Would Your Most Valued Executive—

ON ITS ABILITY AND EXPERIENCE

THE Ability and Experience of Norris-Patterson, Limited, is an open book. It can be read in the successful advertising of any of our large list of satisfied clients. We would suggest that you write them. Their unbiased opinion of our service will enable you to decide just what we could do for you.

Norris-Patterson, Limited

Advertising Agency

Mail Building
Toronto

Phones: Adelaide
2231-2232

"IT'S ALL IN THE SERVICE"

An Open Letter to Canadian Manufacturers

By Chas. C. Nixon

IT is the support of certain, particular Canadian manufacturers that has enabled us, during the past three years, to give to Canada the great home magazine, E V E R Y-W O M A N ' S W O R L D—much needed—a real merchandising force, now reaching 10 per cent. of Canadian homes, or 15 per cent. of the English-speaking homes.

This magazine is a live, working asset to every manufacturer doing business in Canada.

It can take your message into Canadian homes in advance of your goods, at the minimum of cost, without wastage, without duplication and direct to the buyer—the woman who spends fully 90 per cent. of what goes for food, clothing and shelter.

* * *

But still this service is not great enough. You need even more!

* * *

We feel that you should have access into at least 25 per cent. of the homes of Canada, through two great home magazines.

We have set our organization to the task of accomplishing this end.

* * *

THE proposition for the second magazine—to be entirely devoted to the women of rural Canada—is now before you, and before the people of Canada. The idea is sound and right; the need for such a publication is very great. The proposition is meeting with favor and acceptance everywhere as it should.

* * *

We can build up this great institution of service for you only in so far as the progressive, foresighted, broad-minded business builders in Canada extend the word of encouragement and take advantage of the service they need.

We ask you to find out for yourself just what we are doing to make business in Canada more profitable for you.

* * *

Kindly do not wait for a representative to call. Write us. We believe in keeping down the cost to the irreducible minimum, so as to be able to deliver the maximum of service for you.

CONTINENTAL PUBLISHING COMPANY, Limited, TORONTO

Standard of Advertising

Adopted by the Members of the Association of Canadian Advertisers at their recent Third Annual Meeting in Toronto.

RESOLVED that we, members of the Association of Canadian Advertisers, are opposed to advertising of the following kinds:

All advertising that is fraudulent or questionable, whether financial, medical or any other; all advertising that is indecent, vulgar or suggestive either in theme or treatment; that is "blind" or ambiguous in wording and calculated to mislead; that makes false, unwarranted or exaggerated claims; that makes uncalled-for reflections on competitors or competitive goods; that makes misleading free offers; all advertising to laymen of products containing habit-forming or dangerous drugs; all advertising that makes remedial, relief or curative claims, either directly or by inference, that are not justified by the facts of common experience; and any other advertising that may cause money loss to the reader or injury in health or morals or loss of confidence in reputable advertising and honorable business.

Resolved that we recognize our own obligation as advertisers to conform to these principles.

Resolved that we urge upon all publishers and upon all sellers of advertising space or service, a strict adherence to these principles and that in so far as the exigencies of our individual businesses will permit—

we will direct our advertising to those mediums which make the observance of these principles their rule and practice.

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10 Toronto, October, 1916 No. 10

STRAIGHT TALKS

WHAT IS A "LOCAL" ACCOUNT?

IT looks as though there's a fight to the finish coming between general advertisers and certain Toronto newspapers on the question of "local" advertising. The recent A. C. A. meeting was full of it.

It is somewhat of a mystery that publishers displaying such unusual vision and acumen in other matters, should, in this case, continue to manifest such a singular lack of perspective.

Practically all other Canadian publishers, practically all other publishers on the continent interpret "local" advertising as that confined solely to the district in which the paper is published.

But Toronto publishers elect to hold a more enlightened view. To them the question is one of location of offices rather than the nature, direction or scope of the advertising.

When a general advertiser includes Toronto papers in his list of mediums he is obliged to pay a premium for the privilege of having his advertising department located in Toronto. Should the same advertiser request his advertising manager merely to remove his desk to Port Credit, that of course would be different. Every

The Montreal Daily Mail

Gain in Display Advertising

January 1st to September 30th, 1916

711,565 Lines

Comparison, Same Period 1915

This Growth has been gradual through the past nine months—caused by the increase in Local and National Advertising. No Special pages of any sort to swell the grand total.

The reason for this growth is HOME CIRCULATION—advertisers are realizing this fact from RESULTS. All the better stores in Montreal are regular space users, and they "know" local conditions!

Over a Million Lines Increase in Departmental Store Advertising Contracted for the next 12 months.

Member Audit Bureau Circulation

WINDSOR

is conceded to be the most prosperous city in Ontario and continues to grow rapidly.

The Evening Record

is the only Canadian daily within fifty miles of it.

Daily average circulation for September **9,376.**

General Advertisers should make note of this.

KITCHENER

(FORMERLY BERLIN)

is prosperous, as is shown by the Bank Clearings, Savings Deposits, Customs Receipts, Assessment Increases, Population Growth and Busy Factories.

News Record

(Member of A. B. C.)

Proves a steady growth in keeping with the thriving conditions of the community. The News Record is the one newspaper that adequately covers Kitchener, Waterloo and adjacent territory.

detail of his advertising plans and copy might remain the same, and his advertising manager may only spend an hour or two a week at his Port Credit desk for receiving solicitors. But in relinquishing the privilege of having his advertising department located in Toronto, the general advertiser automatically relieves himself of the liability of taxation.

These Toronto publishers seem to forget that campaigns of the nature such general advertisers carry on are not and cannot be developed around a single publication. Toronto papers would only be a single link in the whole chain of advertising effort. Therefore the improbability of their own solicitors developing such business is evident.

In the presentation of their resolution to Toronto publishers the Association of Canadian Advertisers reminds them of the long-standing opportunity to display that fairness of spirit that is generally conceded to animate British beings.

WHO'S TO FOOT THE BILL?

GENERAL increases in newsprint paper are imminent. Unless the government can arrange a satisfactory settlement between publishers and paper makers, the increase will be nothing less formidable than that of 60 per cent.

In searching about for ways and means of making up such probable increases in raw material, publishers may expect scant welcome and acceptance of increases from the advertising end.

Facts prove that advertisers are already supplying too disproportionate an amount of the publishers revenue. Increases from this source have reached their limit.

Experience proves there are other means of taking care of increased production costs than habitually leaning on the shoulders of advertisers. Through the influence of a recent campaign conducted by the C.P.A. more than two hundred members of its weekly section have answered the question of greater revenue through a 50 per cent. increase in subscription rates.

Figures prove that here is a solution, not only logical, sound and fair, but one that would adequately meet any additional burdens consequent upon increases in paper stock.

Take the case of one metropolitan daily. An increase of a dollar a year in its subscription would mean an added revenue of $90,000, or the equivalent of one hundred 10,000 line contracts, based on its newly increased rates.

Advertisers have already done their best. How about asking readers to prove their interest in their paper?

Alberta Crops Assured

From the samples of grain already threshed it is now a certainty that, although the yield per acre is under that of last year, with the increase in price of grain and farm produce the Alberta farmer will be just as prosperous this year as last. This means an active market, not only in necessities, but also in luxuries. Share this prosperity by using

EDMONTON JOURNAL

The Leader in its Field by Every Test

Alberta Is Prosperous

In 1915 5,352 automobile licenses were issued. In 1916, to september 1st only, 8,551.

It pays to advertise where people have the money to buy.

The Calgary Herald

is Alberta's leading publication

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J. GUY, 302 Royal Bank Bldg., Toronto, Ont.

The Gazette
MONTREAL

must be used to reach the best buyers in the east.

The Gazette's circulation covers Montreal, Westmount and other suburban districts like a blanket.

The fact that it commands a subscription price **DOUBLE** that of any other daily in its field clearly indicates its character and the value of the publication to the advertiser. Particulars on request.

Toronto Office,
123 Bay St.

THE GAZETTE,
Montreal

ASSOCIATION OF CANADIAN ADVERTISERS HOLD THIRD ANNUAL MEETING

Year of Resultful Effort Culminates in Adoption of Measures of Singular Importance to Advertisers

PERHAPS the most significant point in connection with the Third Annual Meeting of the Association of Canadian Advertisers, held at the Prince George Hotel, Toronto, October 26th and 27th, 1916, is the effectiveness with which the A.C.A. is meeting the need of Canadian advertisers for organization and organized effort.

Two years back when a mere cluster of general advertisers gathered together for the purpose of determining some means whereby the interests of advertisers could be given the serious and energetic consideration they demanded, little did they think that the Association which was the result of their gathering together would so speedily develop into an extensive organization of such power and usefulness it has proven to be. It speaks well for the Association, and its value to Canadian advertisers, that at the present it numbers among its members the majority of the most important general advertisers in the Dominion.

At the outset a number of advertisers failed to understand the real purpose and intention of the Association. It was felt by some that the Association was endeavoring to perform services which could be handled quite effectively by the individual advertisers themselves and their agencies.

But the value of organization has vindicated itself.

President of Association of Canadian Advertisers
L. R. GREENE,
Tuckett & Son Co., Limited, Hamilton

During the two years of its existence the Association has pressed to successful issue many matters of unusual importance. Matters peculiarly belonging to a group of advertisers vested with the power and influence of organization.

Many publishers also at first misconstrued the motives and purposes of the Association. But happily they too are coming to appreciate its significance, and the service it can render them-

Measuring the Value of Circulation

CAN you tell the value of a city lot by hearing that it has 100-foot frontage? Or of a farm by knowing that it has 100 acres? Or of a book by reading that it has 400 pages? Mere figures of circulation may mean anything or nothing. It is the **Quality** of the circulation that gives it value above that of waste paper. This, too, emphasises the value of the circulation of

MACLEAN'S MAGAZINE

We pride ourselves on the **quality** of its circulation quite as much as we do on its **quantity.**

When you note a disproportionate emphasis placed on mere **quantity** ask the question—Quantity of what? Ask for the A.B.C. report, and find out how arrears stand and how subscriptions are secured—whether the premium lure or the competition mania explains the **quantity** figures.

WE are bending our efforts toward building up the best kind of circulation. We seek numbers, but not at the sacrifice of quality, or ideals. The circulation which MacLean's Magazine has built up and holds—

Represents the solicitation of well to do and intelligent classes of the Canadian people, and the employment of legitimate and clean methods—advertising with no premium offers, and personal canvassing by duly appointed representatives and salaried solicitors. Cash and full price, with no premium inducements, are required.

Represents the quintessence of quality and maximum purchasing power.

Represents an appreciation of the editorial excellence, merit and standards that command the co-operation of such high-priced and high-reputationed writers as Stephen Leacock, Agnes C. Laut, Arthur Stringer, Robert W. Service, Alan Sullivan, Arthur E. McFarlane, Nellie L. McClung, L. M. Montgomery, H. F. Gadsby—men and women who consider the character and quality of the magazines to which they are willing to be contributors.

Represents families and individuals of culture and means who scorn mushy stories, poisonous sex stuff and sickly sentiment; who call for something robust, clean and decent, thought-provoking, mind-satisfying—something worth their time.

As a Space-Buyer desirous of the custom of homes and individuals of means and discrimination, use MACLEAN'S MAGAZINE. Have regard for its clear, Canadian atmosphere, outlook and appeal. Note the absence from its advertising columns of objectionable and offensive advertising, the kind of advertising that reduces the value of **your** publicity.

Get the A.B.C. Report and learn from it the clean-cut and high-grade character of MacLean's Circulation.

THE MACLEAN PUBLISHING CO., LIMITED

143-153 University Avenue, Toronto

Also at Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng.

selves in company with its own members. Their increasing readiness to co-operate with the Association's committees is clearly pointed out in the report of the Circulation and Rates Committee.

And now, with the Third Annual Meeting, the Association closes a year of most resultful effort and substantial service to advertisers in general and its own members in particular.

In his report before the meeting, the secretary, W. A. Lydiatt, particularly pointed out the service the Association had rendered members in disclosing fraudulent advertising schemes and squelching the efforts of the promoters. It was decided to prepare special information forms to enable members to more effectively co-operate in the prevention of further fictitious propositions.

The Dealers' Co-operation Committee brought out in its report the value and importance of securing the special co-operation of dealers in pushing advertised trade marked goods. In this connection it was decided to prepare a special propaganda in the form of circulars and pamphlets to be supplied the various members, and distributed by them among their respective dealers.

The Legal and Educational Committee presented a most valuable suggestion to the effect, that steps be taken to relieve the advertiser of much of the work and expense of developing men in the advertising profession. It was felt that considerable good could be accomplished to ensure the well-rounded development of the coming crop of advertising men if educational institutions and universities more generally accorded consideration to the subject of advertising. The committee was empowered to take the necessary steps to ensure this condition.

Two of the most helpful features of the meeting were the round-table conferences, at which members exchanged views and experiences on various questions of importance, one complete conference being devoted to the discussion of topics connected with the sales department.

The report of other committees are taken up more fully elsewhere in this issue.

The election of officers for the ensuing year resulted as follows: president, L. R. Greene, Tuckett Tobacco Co., Hamilton; vice-president, G. F. Morrow, Atlantic Sugar Refineries, Montreal; treasurer, J. R. Kirkpatrick, E. W. Gillett Co., Limited, Toronto; directors: B. H. Bramble, Goodyear Tire and Rubber Co., Toronto; G. G. Hodges, Geo. A. Slater, Limited, Montreal; F. S. Hodgins, Williams, Greene & Rome Co., Kitchener; C. Elvins, Imperial Life Assurance Co., Toronto; A. A. Bittues, Gillette Safety Razor Co., Montreal; W. A. Mackay, Lever Bros., Limited, Toronto.

It was decided to hold the next meeting of the Association in Montreal early in 1917.

PLAN TO CAPTURE FOREIGN TRADE

A National Trade and Commerce Convention will be held during the month of October as a basis of a campaign of commercial and industrial preparedness for the period following the close of the European war, according to the memorandum issued by the Department of Trade and Commerce, which outlines the plan that will be adopted.

In addition to calling attention to the importance of Canada's resources and the possibility of their development, the memorandum suggests the formation of a large number of committees for a comprehensive study of the various factors entering into the upbuilding of trade, including, for example, domestic and foreign opportunities, credits, banking facilities, commercial training, transportation, labor, industrial equipment and research, the study of raw materials, etc. The memorandum indicates also an outline of study for each committee. Committees are also suggested for a study of the various classes of industry, such as agriculture, forest products, iron and steel, etc.

Some advertisers write as if the writer had forgotten what he had to sell.

The difference between good advertising and bad is the man who does it.

Records Smashed!!

SEPTEMBER More advertising than any other monthly magazine in Canada.

OCTOBER Gained 5281 lines over last year and is our largest October number.

NOVEMBER Compelled to increase size to accommodate advertising being offered.

Such is Our Wonderful Record for Three Months

Surely the magazine that makes such gains is the best for the advertiser desiring to reach Canadian women who have money to buy the best.

The Canadian Home Journal

71-81 West Richmond St. Toronto, Canada

REPORT OF THE SECRETARY OF THE ASSOCIATION OF CANADIAN ADVERTISERS

Plan to Systematically Collect Data on All Subjects Valuable to Advertisers—Many Members Being Tricked Into Using Spurious Mediums—Special Forms to Assist in Investigating Schemes of Questionable Character

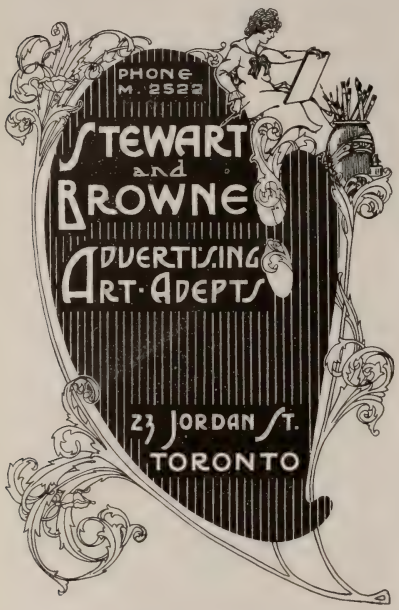
AS many activities of the secretary's office during the past year are dealt with in detail in reports of officers and several committees the report of your secretary will relate only to a few matters not otherwise covered.

In addition to the correspondence connected with the work of the Circulation and Rates Committee, including gathering of circulation information and issuing bulletins thereon, the work of your secretary has included a number of special inquiries on behalf of different members, on such subjects as window displays, window signs, office hours, method of handling salesmen's expense accounts, method of filing and keeping track of drawings and plates, use of automobiles by salesmen, etc. In connection with the last mentioned subject an extensive report was filed. We were fortunate in having placed at our disposal considerable information which should prove of great value to any firm concerned with this problem.

It is hoped that we will be able to greatly extend the facilities for gathering information of this kind during the forthcoming year. The Association might well consider the advisability of systematically gathering and filing all available information on such subjects so that when members desire any information concerning almost any subject connected with advertising or selling, an extensive data file would be at our disposal, and the member could be furnished immediately with considerable information, to be supplemented with special information which might be further gathered on his request.

Treasurer of Association of Canadian Advertisers
J. R. KIRKPATRICK,
E. W. Gillett Co. Limited, Toronto

This is a feature of the work of the Association of National Advertisers which has proved very



Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

valuable. The entire time of two of their employees is occupied in reading advertising and other publications which frequently publish articles or items reporting the experience or views of some advertiser on various subjects connected with advertising and selling. Most of their members doubtless read one or more of these publications. The A.N.A., however, clips all articles or items which deal with any one of a long list of subjects. These are then systematically filed and a great mass of highly valuable data is thus gathered which is available to any member.

Lacking such a file it becomes necessary, when the secretary receives an inquiry for information on any particular subject, to endeavor to secure from various sources whatever information may be available. This takes time and must often prove unsatisfactory, since information thus gathered would necessarily be far from as complete as might be available, had data on this subject been systematically gathered and filed for sometime past. It would take time to accumulate any considerable data along lines suggested, but if the Association is to become increasingly valuable to its members in the years to come it will be because something of this sort is done.

Another class of inquiry which reaches the secretary's office from time to time concerns miscellaneous publications and propositions, which solicit the patronage of our members, such as programmes, special editions, souvenir publications of one kind and another—publications to which our regular forms of report are not applicable.

We have been successful in dealing with a number of such propositions in a manner which was of distinct advantage to our members.

Two examples may be mentioned as typical of the propositions referred to. Last spring several members inquired for information regarding a publication known as the *Government Railways Employees' Magazine.* It was stated that those soliciting advertising for this publication represented that patronage of this publication was influential with the officials of the railway and the Department of Railways and Canals, having to do with the purchase of supplies. A letter was sent the management of the railways, another letter to the Minister of Railways and Canals, asking if the representations of these solicitors were correct and inquiring as to the character and influence of the publication. Information secured disclosed that it was merely what might be termed a house organ gotten out by the railway management and mailed to its employees and information resulting from our inquiry, furnished to our members through bulletins, clearly showed that there was little or no advantage to be gained by advertising in it. The Department of Railways and Canals following our complaint gave instructions that the solicitation of advertising from firms furnishing supplies to the railways or department must cease. We urged fur-

Lowest Rate in 13 Years

THE GLOBE AT 9c. A LINE IS YOUR BEST BUY

For the past 13 years the net rate per thousand circulation of THE GLOBE, "Canada's National Newspaper," has been steadily decreasing. This record proves it, graphically:—

Year	Rate per Line	Circulation	Rate per 1,000
1903	5c.	47,000	00.107
1907	6c.	51,000	00.117
1910	7c.	56,000	00.125
1914	8c.	76,000	00.106
1916	9c.	90,000	00.100

You can see therefore, Mr. Advertiser, that in spite of the new rates, made necessary by increased cost of production, space in THE GLOBE actually costs less per thousand of circulation than it did in 1903.

To reach Ontario use THE GLOBE. It is the medium that gets your advertising before the most of the best people at the least cost.

The Globe

TORONTO

ther that not only should *solicitation* be stopped but that the *acceptance* of such advertising should be prohibited.

Another instance concerned a publication known as the *Civilian* published in Ottawa, ostensibly by an organization of Civil Service Employees. Solicitors representing this publication, particularly a special edition, advertising rates in which were $200 a page, and which was to go to every member of the organization—strongly intimated that it was very desirable for those who had extensive business with the post office, customs officials and other Civil Service employees, to support this publication. It was stated that they took this means of raising funds for the organization. Inquiry showed that the *Civilian* was not published by the organization, though in its interests, and that the organization did not benefit financially from the publication which had a very limited circulation.

It is indeed surprising that so many advertisers continue to patronize publications of this character, upon the uninvestigated representations of a solicitor who is unknown to them—not because of the legitimate advertising value of the publication, but because of its supposed influence—not because of the favor or goodwill to be secured through the advertising, but because of the fear of unfavorable consequences if patronage is withheld.

Is it not about time that reputable firms of Canada should take steps to check these raids on their treasuries which are simply graft in a greater or less degree. In the case of the two publications here referred to, it may seem to some advertisers that no investigation was required as it might well be taken for granted that the auspices under which they are published are thoroughly reliable. But when they come to be measured by a reasonably critical standard of advertising value they are found to be sadly lacking. Probably this would prove to be the case with nearly all such publications. If an individual advertiser does not think it advisable to question the wisdom of advertising in such publications, because of the influences supposed to be back of them, he would at least seem to be justified in seeking protection of an impartial investigation of such propositions by the Association.

The ease with which so many more or less irresponsible solicitors continue to get the money of so many advertisers is positively astonishing. Recently in Toronto two such solicitors were apprehended and convicted in the police court. For several years past they have been calling on advertisers with a dummy soliciting advertisements for what was represented to be some sort of a directory or programme issued in connection with labor unions. In this case the publication was never even issued —yet many firms continued to give them money (and some of these firms were among our own members) the money being paid at the time the advertisement was

In May, 1916,

The Mail and Empire.

Toronto, Canada,

declared its adoption without reservation of the Canadian Press Association's Standard of Practice, notifying its representatives and the Advertising Agencies not to quote on

The Mail and Empire.

for any advertising that violated this standard, either in the letter or the spirit of it.

The Mail and Empire.

has since declined, and is every day refusing, anything and everything of the kind.

solicited, no proof of publication required or furnished.

Our members are solicited constantly for contributions under the guise of advertisements in programmes, annual reports, etc., of organizations of one kind and another issued only as an excuse to get their money. It is not surprising that these pests persist when one considers the ease with which they are able to secure the money. Nor in every case does the money go to the organization in whose behalf it is solicited. In a few cases about which inquiry was made the solicitor got 50 per cent. or more of what was collected. A good part of the balance went into printing the publication, if indeed the publication was ever issued. It appears that many advertisers do not concern themselves about this detail—if indeed they concern themselves at all about what they get for their money.

Last fall several well-appearing gentlemen were calling on business firms in Toronto presenting letters or so-called endorsements from the Minister of Labor and others, soliciting contributions of $100 to $200 toward the publication of a book to be called **Labor and the War**. They were referred to your secretary and called to give information. The statements they made could not be verified. Our members were advised of this in a bulletin and some of them accordingly refused to patronize the proposition. Other of our members were reported to have subscribed. It was later learned that these men were to keep 50 per cent. of all they collected. Instead they skipped the country with all they collected. A good deal of your time could be taken up in relating instances of this character.

What is going to be done about it? Are you going to continue wasting hundreds of dollars a year in these miscellaneous propositions without taking any steps to investigate their true character or satisfy yourself as to what you get for your money. Are not those who contribute to any cause or organization, however worthy it may be, entitled to a proper accounting of what is done to justify the contribution.

It is recommended that each member henceforth adopt a policy of refusing consideration to any proposal for a "contribution" or advertisement until the details of the proposition are clearly set forth in writing and the representations verified. This means applying to all publications of this character the same rule as is or should be applied to regularly issued publications—that is, that we must first know what we are going to get for our money, and then, before the money is paid, have reasonable assurance that we are actually getting what was contemplated.

To this end your secretary has prepared a special form of report for use in the case of all publications not issued at regular intervals, all publications issued as an organ of any organization which solicits your advertising patronage on a basis other than the intrinsic advertising value of the publication. Copies of the proposed form

Three-Fold Service

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

are here submitted for your consideration. It is proposed that a quantity of these forms be furnished each member and that in every case where a contribution or advertisement is solicited the solicitor be handed one of these forms with the information that it must be filled in with complete details of the proposition before he can be given any consideration.

It will doubtless be realized that the use of such a form in this way will immediately put the quietus on a great deal of this kind of solicitation, at least so far as our members are concerned. It is not thought likely that most of those promoting such propositions would care to furnish all the details required by this form of report, subject to verification. In every case where the promoter considers his proposition worthy and returns the filled in form to the member solicited the report should then be forwarded to the secretary's office for verification.

Where such reports are sent to the secretary either by a member or those responsible for the publication prompt steps will be taken to verify the information given and a report issued to all members. *In no case should any order be given until the report submitted has been investigated—and in no case should any money be paid until the required proof of publication is furnished.* Is it not astonishing that so many advertisers will continue to pay money to such people before publication, or without the usual business precaution of verifying the delivery of what has been promised before payment is made.

The importance of immediately adopting the policy which is recommended with respect to these miscellaneous advertising propositions, and of making use of some such form of report as is suggested, will no doubt be clearly evident to every member. Can the most worthy individual consider it unreasonable that you should withhold patronage until information of this character is furnished and investigated—or that you should withhold payment of any money until satisfied that the service you are paying for has been furnished.

If a sufficient number of our members approve the adoption and use of a form of report such as this, doubtless we can arrange to co-operate with the Canadian Manufacturers' Association, or some similar body, looking toward the entire subjection of a great many propositions of doubtful character, by securing the co-operation of many who do not consider themselves general advertisers but who nevertheless commonly patronize publications of this sort.

Members are urged to provide and take advantage of some such means of protection in the belief that it will mean the saving of a great deal of money which is now not only wasted, but serves to maintain what can only be described as a pestilence.

Members are also again urged to make greater use of the Association's facilities for securing information which will be valuable to them, providing more frequent occasion for the exchange of experiences among members.

ADVERTISING RATES HIGHER IN U.S.

The following figures taken from the rate card of the Photographic News Syndicate, of New York, an agency that specializes in advertising in the illustrated sections of Sunday and weekly papers, is interesting, as it shows the big difference in the prices as charged by American and Canadian papers.

The one time insertion in The Toronto Sunday World, a paper with more than 100,000 circulation, for the illustrated section, is 16 cents a line. The Boston Herald, with 105,000 circulation, charges 30 cents a line; The New York Sun, with 98,000 circulation, 35 cents a line; The Pittsburg Gazette-Times, 106,000 circulation, 40 cents a line. Other papers with half and less than half the circulation of the Toronto Sunday World, charge 25 cents a line.

PLACE	PAPER	CIRCULATION	PAGES	ONE TIME
Birmingham	Age-Herald	31,000	4	30
Boston	Herald	105,000	8	30
Buffalo	Express	58,000	8	25
Buffalo	Times	57,787	8	22½
Chicago	Herald	250,000	4	50
Chicago	Tribune	603,000	8	80
Cleveland	Leader	115,000	4	35
Detroit	News-Tribune	125,000	4	45
Detroit	Free Press	150,000	4	40
Minneapolis	Tribune	170,000	4	30
New York	Reveiw	33,000	4	25
New York	Sun	98,000	12	35
New York	Telegraph	60,000	4	35
New York	Times	400,000	12	90
New York	Tribune	88,000	16	30
New York	World	510,000	4	100
Philadelphia	Ledger	150,000	8	40
Pittsburg	Gazette-Times	106,000	4	40
Rochester	Dem.-Chronicle	60,000	4	25
St. Louis	Post-Dispatch	350,066	4	75
Washington	Star	60,000	4	25
Canada	Toronto World	102,000	4	16

The existing rates on the Toronto Daily and Sunday World are certainly reasonable. On a 5,000 line combination contract covering both papers, an advertisement in the Daily and Sunday World costs the advertiser 14 cents an agate line, which is an exceedingly low price for a combined total circulation of more than 150,000.

UNFAIR DISCRIMINATION IN TORONTO

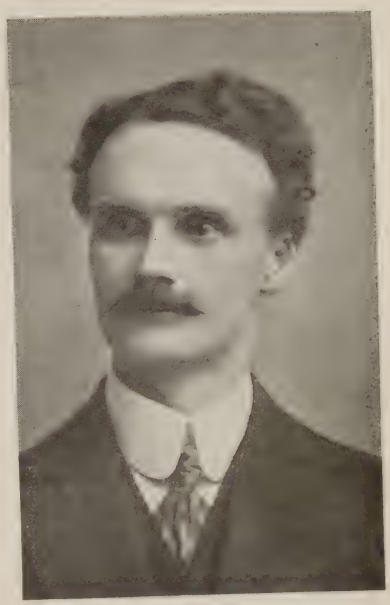
PART I: Report of Circulation and Rates Committee of A.C.A.

Refusal of Certain Toronto Newspapers to Allow Agency Commission on General Advertising of Firms Located in Toronto, Thereby Placing Additional Burdens on Such Advertisers, is Wholly Unfair and Without Precedent or Example—To Urge Publishers to Forego Practice

CERTAIN advertisers in Toronto who carry on general advertising campagins have suffered for sometime past through a restriction placed on the conditions under which their business is accepted by certain Toronto papers, which may be explained as follows:

It is the practice of newspapers generally on this continent not to allow agency commission on what is termed local advertising. This is justified on the ground that agencies are recognized only as general solicitors to develop and handle a certain class of business; that the business of local advertisers is the exclusive field of local newspapers, and that each paper maintains a staff of solicitors capable of developing and handling all such business in each newspaper's interest. It is, therefore, not considered good policy to permit interference with such business by various agencies in what is held to be the local newspapers' exclusive field. In this connection it may be explained that a local advertiser is generally defined as one whose advertising is confined to a particular locality.

Certain Toronto newspapers, however, have persisted in classifying a number of firms carrying on general advertising campaigns as "local" advertisers whose business cannot, therefore, be recognized as commission-bearing. Despite repeated protests on the part of these advertisers and their agents these publishers have maintained a uniform attitude in de-



Chairman of Circulation and Rates Committee
W. M. MACKAY,
Lever Bros., Limited, Toronto

clining to recognize the business of these advertisers as entitled to the same terms and conditions granted to similar advertisers located in other cities.

The injustice of this stand becomes evident by considering a specific example of the way the rule is enforced. A certain manufacturer of a line of toilet goods located in Toronto decides on a general advertising campaign covering all the principal cities of Canada, including Toronto. The campagin is planned and prepared with the co-operation of an advertising agency. The goods are to be sold through the usual retail channels. The usual agency commission is refused by the Toronto papers with the result that the agency is obliged to surcharge the advertiser for his services. Thus the advertiser in effect is obliged to pay more than the card contract rates for the insertion of his advertising in the Toronto papers, so long as he wishes to take advantage of the agencies' facilities.

A competitor of this firm, located we will suppose in Brantford, plans a similar campaign, involving the same expenditure and covering the same territory.

This Brantford firm's advertising these Toronto newspapers recognize as entitled to commission—despite the fact that it is carrying on the same kind of an advertising campagin for the same purpose, and in direct competition with the Toronto advertiser. Thus a Toronto advertiser in effect is required to pay a higher rate for his advertising in the Toronto papers than similar advertisers located in other cities.

In considering this question your Committee inquired of daily newspapers in all other principal cities on the continent as to their policy governing such advertisers. The replies showed that in every city where similar conditions prevailed it was the rule not to allow commission on what was termed "local" advertising—but local advertising was defined to embrace only the advertising of strictly local concerns whose advertising was confined to the city, and who were not national advertisers. Whether an advertiser's business was entitled to the usual agency commission or not was determined, not by the location of the advertiser but by the **character** of his advertising and the extent of the territory covered by it.

Thus the contention of these Toronto publishers that under the classification of local advertisers should be included all advertisers located in Toronto and whose advertising is directed and paid for from their Toronto offices, without regard to the nature of their business, is not in accord with what is considered fair and equitable by daily newspaper publishers generally on this continent.

Accordingly your committee wrote to the Toronto publishers concerned pointing out the injustice of their rule and asking for information as to what exceptional conditions prevailed in Toronto to justify a policy on their part which differed in so important a particular to that of other publishers.

Replies were received from three

of them pointing out that agencies were employed by the publishers and were paid a commission to solicit out-of-town or "foreign" business—and that each paper maintains an advertising staff to solicit all business in the local field. It was admitted that the ruling complained of worked an apparent injustice in the case of some advertisers, but that any different ruling would work an injustice in the case of even more advertisers. This contention was not borne out by the experience or practice of publishers in other cities as reported to us.

From your committee's reply to these publishers we quote:

"We, of course, are not concerned with the relations existing between publishers and agencies, except in so far as the advertisers' interests are affected thereby. Is it not natural that our committee should look at the question entirely from the advertisers' standpoint, as seems to have been done in our letter of August 30th.

"The advertiser is concerned about what he gets for his money. And as he looks at this question, he sees that other advertisers similarly placed to himself are accorded privileges which he is denied, for no apparent good reason. He has learned that Toronto is the only city of its size on the continent in which this condition prevails and he wonders why the —— should maintain a practice which in effect is costing him money, and which differs from the practice generally observed, for no apparent good reason.

"It is unquestionably the privilege of the —— to engage its advertising solicitors on whatever terms it sees fit, and to regulate their goings and comings as may seem in your best interests. But considering advertising agencies merely as your solicitors, is it not true that you recognize them as a distinct class of solicitors, expected to develop and handle a certain class of business. Your relations with them, the terms and recognition accorded them, are largely covered by general practice—similar terms and conditions as observed by newspapers generally. Yet the —— is not in accord with the general practice with respect to this distinction between what are local and what are national advertisers."

We then endeavored to explain what appeared to be the basis on which the distinction between local and general advertisers was generally observed—pointing out that the practice of not allowing commission on what is classed as "local advertising" is generally justified on the ground that the newspaper maintains its own staff solicitors who are able to cover the newspaper's own field. All solicitation of such advertising was of exclusive benefit to the local publishers. If a prospect became an advertiser he was exclusively a local advertiser. Therefore the work of their solicitors was exclusively of benefit to local publishers. Our letter further pointed out:

"But there is a different class of advertiser, even though he might

be located in your own building, who requires an entirely different type of solicitation—and who, if he becomes an advertiser, uses other than local mediums. He must be a general advertiser if he advertises at all. Therefore, any solicitation of such prospects is of benefit to newspapers generally.

"Advertisers of this latter class must be sold on the general policy of advertising and must be induced to undertake a general campaign before they become advertisers. Such a prospect requires the same kind of solicitation and handling whether he is located in Toronto, Montreal or any other city. He must decide on a campaign over more or less extended territory before he becomes a prospect for the local newspaper.

"Does not this latter class of prospects belong in a different 'field' than the local field? And is the advertising staff of the —— as at present constituted equipped to develop and handle this class of business? And does it attempt to do so to any considerable extent, when the results of any such creative efforts are of benefit to newspapers generally.

"Does not this class of advertiser, whether located in Toronto or elsewhere, belong in the legitimate field of the advertising agency, whom you recognize as your 'general solicitor.' At least 99 out of 100 publishers so view it, and rule that any such general business, *wherever* located, is subject to the usual commission when placed through an agency.

"If the interpretation complained of were consistently applied, on the basis on which it is justified, should the —— not refuse to pay agency commission on the business of advertisers located in New York, Chicago, and Montreal, where you maintain your own representatives, who doubtless are expected to fully develop advertising possibilities for you in these centres?"

Thus far these Toronto newspapers have shown no willingness to concede the correctness and fairness of this distinction between "local and general" advertisers, as observed by all other leading newspapers. Yet business on which they refuse to allow commission, on the ground that it is "local" advertising, is recognized in their offices as "general" business under the rules of the Typographical Union. Nor is there ruling consistently applied. Commission is allowed by them in the case of certain advertisers located in Toronto whose advertising is directed and paid for from their Toronto office. But these advertisers are "exceptions"—and it is assumed that commission is allowed on their business because it could not be otherwise secured.

It is believed that there is an understanding or agreement among these Toronto publishers as to which advertisers shall be discriminated against in this matter and which Toronto advertisers shall be treated as "exceptions." Plainly it is a mistake to remain longer indifferent to the continuance of such discrimination—and the continued maintainance of a

ruling which is contrary to the general practice among large newspapers.

These Toronto advertisers ask only what is reasonable and fair. They desire only to be accorded the same terms as are granted other advertisers conducting similar and competing campaigns. They ask only the same treatment by Toronto publishers as is given all general advertisers by all other big city newspapers.

Is it not reasonable that these Toronto advertisers should expect the co-operation of other general advertisers, who are perhaps not affected by this particular ruling, but are, nevertheless, concerned in combating unfair conditions wherever encountered? Should it not be the policy of this Association to support the protests of these Toronto advertisers with the object of securing for them terms and conditions to which they are clearly entitled?

If publishers are justified in co-operating to prevent undesirable practices on the part of advertising agents and others with whom they deal, are advertisers not justified in co-operating to prevent unfair practices on the part of any group of newspapers? Publishers have had a great deal to say for the advantages of "getting together" under such circumstances. "Get together" said one publisher at the last meeting of the C.P.A., "have a conference—you can certainly agree on some things. Start with these and it is wonderful what you can accomplish and what a number of abuses you can eliminate."

If it is proper for them to co-operate in the correction of certain abuses, assuredly we may be expected to co-operate likewise to the fullest extent in correcting abuses to which any group of fellow-advertisers are subjected. This situation in Toronto is believed to be one abuse which has persisted only through lack of the co-operation of other advertisers with those advertisers who are most vitally concerned. Your committee, therefore, recommends the adoption of the following resolution in this connection:

"Whereas national advertisers located in Toronto complain that certain Toronto newspapers refuse to accept their advertising contracts on the same terms and conditions as are granted similar advertisers located in cities, and

"Whereas the practice of these Toronto papers in classifying these advertisers as local advertisers whose business is not entitled to the agency commission granted on the business of similar advertisers located elsewhere, is contrary to the general practice of all other large city newspapers on this continent, and is considered neither fair nor equitable, and

"Whereas the maintainence of this ruling, constituting a serious injustice to general advertisers located in Toronto, is believed to be due to an understanding and agreement between these publishers as to the particular firms thus unfairly discriminated against, and

"Whereas there appear to be no conditions existing in Toronto, differing from those prevailing in other cities where national advertisers are located, to justify a policy on the

part of Toronto papers with respect to such advertising, differing from the practice observed by newspaper publishers in other cities;

"Therefore, be it resolved:

"That it is the sense of this meeting, after carefully considering the situation, that the unfair discrimination complained of is not justified by the representations of the Toronto publishers referred to;

"That the classification of general advertisers located in Toronto amongst 'local advertisers' is not justified by the character of their business or the extent of their advertising campaigns, and that for local publishers to treat them as such works a serious injustice, inasmuch as the manner in which such business is customarily handled requires that they pay a higher rate for advertising space in these Toronto papers than is paid by similar advertisers located in other cities;

"That such manifestly unfair conditions is believed to be contrary to the interests of all general advertisers in Canada, wherever situated, and

"That the members of the Association of Canadian Advertisers pledge themselves to support the protests of general advertisers located in Toronto who are thus unfairly discriminated against, and

"That a copy of this resolution be sent to each of the publishers concerned, with the earnest request that the ruling objected to be modified so that all firms in Toronto conducting general advertising campaigns, of which their local advertising is but a part, be granted the terms and conditions to which the character of their advertising undoubtedly entitles them, such as are granted similar advertisers located in other cities."

A REVELATION IN ADVERTISING LITERATURE

One of the finest pieces of advertising literature to come to this office in many months is a book reviewing A Visit to the Firestone Organization—Its Men, Its Factory, Its Branches. The manner in which it is developed and executed is a revelation in advertising efficiency.

The Firestone people were right when they believed if more tire users could visit the Firestone organization more would be favorable to Firestone Tires. Hence their reason for utilizing this idea in their book. Not only is one surprised at the extensiveness and broad scope of the Firestone plant, but the process of making quality tires are told and illustrated so interestingly that whatever former conceptions may have been one finds oneself becoming a willing enthusiast for Firestone Tires.

The creation of the Firestone Book—in idea, execution and completeness—will remain a model that other advertisers would do well to emulate.

The true test of an advertisement is this—would it induce you to answer it?

Advertising pays—but not in advance.

THE ADVERTISER'S INTEREST IN SUBSCRIPTION RATES

PART II: Report of Circulation and Rates Committee of A.C.A.

Advertisers Bearing Too Disproportionate a Percentage of Publishers' Revenues—Advertising Rates Already Reached Their Limit—Committee to Investigate Circulation Methods—Also, Through Investigation, to Assist Members to Accurately Judge Fairness of Rates

RECENT heavy increases in publishing costs have been causing publishers much concern. Probably the biggest item in the publishers' expenses is paper, which has recently shown increases ranging all the way from 50 to 200 per cent. Competent authorities state that its cost will never again reach former levels.

In the face of these greatly increased costs, which are just now actually becoming effective owing to the expiration of contracts, the publisher must raise the advertising rates to secure more advertising revenue, or raise his subscription rates to increase his subscription revenue, or unable to do either of these things, he is forced to cut the size of his publication or the quality of paper used, with the probable consequent lowering of the value of his publication to his readers. In too many cases publishers will be cutting down their circulation—which simply means cutting out the dead wood, cutting off expirations which were formerly carried indefinitely, cutting out the sample copies, free lists and other means formerly adopted to swell the circulation figures.

That advertisers are concerned with the various possibilities of this situation must be clearly evident. If advertising rates are raised, are they based merely on increased publishing costs or an actual increased value to the advertisers.

If subscription prices are raised and the volume of circulation shows a slight decline must this not be recognized as making the publication even more valuable to the advertiser because of the increased value which a large proportion of its readers place in it. A general raise in subscription prices would eliminate a great deal of the dead wood for which advertisers are now paying, which is of little or no value to them.

If publishers decrease the size or lower the quality of paper used, will this not mean that they prove less attractive to their readers, requiring even greater "stimulants" to keep up a desired volume of circulation.

If the number of copies printed and distributed is cut down without the advertisers' knowledge—as will doubtless be done in the case of many smaller publications—does this not mean that we should be increasingly vigilant in

requiring thoroughly dependable statements of paid circulation from all publications.

The present tendency to raise advertising rates in the face of increasing publishing costs brings up another important question. Why should the entire load become an increasing drain on the advertisers' pocket-book? Is it not about time that subscribers were asked to bear a larger proportion of the expense of furnishing them with their reading matter?

It is estimated that:

In 1880 the income of publications from advertisements was 43 per cent. and from circulation 57 per cent.

In 1910 the income of publications from advertisements was 64 per cent. and from circulation 36 per cent.

In 1916 the income of publications from advertisements was 75 per cent. and from circulation 25 per cent. and in a great many cases the proportion of advertising revenue to circulation income is even higher.

Is not the tendency in the wrong direction? As long as publishers derive so disproportionate a part of their revenues from advertising they would seem obliged to make the readers' interests subordinate to those of the advertiser. Evidence of this is found in the editorial make-up of many publications to-day which arrange certain pages and run certain features "with a view to getting a certain class of advertising."

This may seem of advantage to advertisers. But is it? Is not the value of a publication to its advertisers governed to a large extent by the value placed upon that publication by the reader. For instance, there are publications which many people would not be without, even had they to pay the entire cost of publication. There are other publications—too many in fact—which the average person seems quite willing to get along without, because his subscription can only be secured by strenuous canvassing, coaxing and extraneous inducements. A subscription too often does not represent a desire for the publication so much as an effort to get rid of the canvasser, get a premium, win a prize or help some friend "get so many subscriptions."

Which class of publications proves most valuable to the advertiser?

We find newspapers running contests to stimulate an increase in their circulation. In one case automobiles and other prizes were offered mounting in value to nearly $10,000. The result of the campaign was an increase of some 2,000 in the paper's circulation. At their present subscription price this means that they spent $10,000 in prizes to get a couple of thousand new subscribers yielding a subscription revenue of $7,000 to $8,000. Then on top of this they go to an expense of $8 to $10 a year per subscriber to deliver the publication. The publisher shows an increased circulation, asks an increased rate from the advertiser, and the advertiser carries the load.

Figures recently published by

one daily newspaper show that the pay roll for the year 1915 entailed an outlay in wages alone of $4.37 for every yearly subscription. In addition every year's subscription required upward of $2 worth of white news print. Add to this the expense of plant, the cost of news service, etc., and it is estimated that the cost of furnishing this paper to each subscriber was close to $10 a year, to which should be added the cost of getting the subscription. Yet the subscriber was asked to pay only $3.00.

It is stated that the actual cost of white paper alone in the average issue of some of the Toronto papers is in excess of 1 cent. Yet the papers are sold to the newsboy and newsdealer at a little more than ½ a cent each. Yet to the cost of paper must be added all the other expenses involved in furnishing the paper to a subscriber probably amounting to 4 cents a copy additional. It is believed that it is conservatively estimated to cost from 3 cents to 5 cents to furnish each copy of a 1 cent paper to its readers, yet the publisher gets less than 1 cent per copy. The advertiser pays the difference. Then when publishing costs increase the advertiser is asked to meet the increase.

Where is this going to end? Publications in a perilously large number of cases are not *building up subscription lists*, are not getting new *readers*, they are merely scrambling for names of people who are willing to "*take*" the paper at a ridiculously small proportion of the cost of publishing it.

Meantime advertising is not as profitable to the advertiser as it used to be. Although the quality of our copy has improved greatly and we have learned to co-operate more efficiently with the sales department, and our merchandising methods have improved to a marked degree, yet we find that a given advertising expenditure does not produce the same proportionate effect as it did in years gone by. This is believed to be due to the steadily decreasing efficiency of publications generally, because of the false stimulants applied to the increase of their circulation, and because subscribers have been required to bear a decreasingly small proportion of the publishing costs.

Plainly this tendency must be discouraged. We must make publishers realize the unsoundness of many of their present methods of getting circulation and the unfairness of requiring advertisers to provide so large a proportion of their revenue, and analyze the methods of getting circulation and more and more adhere to the principle of judging the value of a publication by what the subscriber pays for it—discriminating between "readers" and "circulation" and demanding *readers* rather than more *circulation*.

Circulation statements showing "how much" are now generally obtainable. When carefully analyzed they give something of a hint as to how the circulation was obtained—but we must go further in our investigations—and every member will appreciate the im-

portance to him of co-operating with the Association to the fullest extent in improving these conditions. We submit this problem to this meeting for full discussion.

Therefore, be it resolved;

That in the opinion of this meeting, advertisers in recent years have been expected to provide altogether too disproportionate a percentage of publishing revenues;

That continued submission on the part of advertisers to these excessive charges encourages the practice of many unsound methods of increasing the volume of their circulation by many publishers,

That further increases in advertising rates, based on recent advances in paper costs and other publishing expenses, do not represent increased value to the advertiser;

That this Association register a strong protest against the evident disinclination of most publishers to charge and collect from their subscribers a fair price, more nearly representing the value of the service rendered them;

That publishers should, in the face of recent increased costs, immediately enforce substantial increase in their subscription charges, to the end that their subscribers shall provide a more reasonable proportion of the publishers' revenue, in the interests of both the publication and its advertisers;

That the members of this Association register it as their opinion that any slight decline in volume of circulation directly due to increased charges to the subscriber, enhances rather than lessens the advertising value of such publication;

That a Committee of this Association carefully investigate circulation-getting methods with a view to discouraging, so far as possible, the employment of such stimulative methods as are not believed to attract readers whose interest in the publication itself is not sufficient to be of value to the advertiser;

And that this Committee also endeavor to arrive at what, after due investigation and consideration, is believed to be a fair and equitable standard of charges for periodical advertising space, to the end that our members may more accurately judge the fairness of rates asked by individual publishers.

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FINDING OUT WHAT WE GET FOR OUR MONEY

PART III: Report of Circulation and Rates Committee of A.C.A.

Efforts of Association Have Resulted in Greater Willingness on Part of Publishers to Furnish Complete Circulation Information —Urge Members to Place Advertising Only in Publications Furnishing Satisfactory Reports

IT is with considerable satisfaction the Circulation and Rates Committee presents its report to this meeting, because of the marked progress which has been made toward the accomplishment of our objects.

Two years ago there was not one publication in Canada the circulation records of which were being audited in the advertisers' interests. Publishers were making statements of their circulation, varying widely both in form and detail. Advertising buyers had their opinions as to the relative reliability of these various statements. But even where the figures furnished were reliable, the details given were neither uniform nor sufficient to permit an intelligent comparison of the relative values of competing mediums. In an astonishing number of cases the circulation information furnished by the publisher was far from deserving the confidence of the advertiser. In the case of still other mediums which were patronized by a number of general advertisers no information whatever could be secured indicating the actual volume or character of their circulation.

Today, about two years after our organization, and following only one year of persistent effort by this organization, of approximately 250 publications in Canada which are used to any extent by general advertisers, 128 have furnished us with information regarding their circulation in accordance with our requirements. Of these 71 are now members of the Audit Bureau of Circulations, and either have had or will have their circulation records audited by this Bureau.

Assuredly we are in a better position to determine the relative value of these various mediums today than we were a year ago. Every advertiser in Canada is today in a position to determine the value of these publications to him with greater certainty than ever before, because of the efforts of this Association, supported by the insistence of many members that such reports must be furnished by all publications carrying their advertising, supplemented by similar demands on the part of many United States advertisers organized for a similar purpose.

It must be remembered that for many years past individual advertisers have been demanding information of this character, but with little success. It was not until they *organized* to get it, that any

substantial progress was made. It is entirely due to organization among advertisers buying space in Canadian publications that the improved conditions under which we are able to buy space today have been brought about. Could any better evidence be desired of the value of our organization to every advertiser?

It will be recalled that a year ago and at the time of our last annual meeting our efforts met with some opposition. The Canadian Press Association had adopted a form of circulation report which they endeavored to persuade their members to use, urging them to refuse any other form of report. There was also a tendency on the part of many publishers to combat the efforts of advertisers to secure audits of their circulation records. Some publishers were willing that these audits should be made, but at the advertiser's expense. Others argued that to require an audit was a reflection on the publisher's honesty.

Today the situation in this respect is greatly changed. Most of the more important publications have applied for the A.B.C. audit. And the Canadian Press Association has withdrawn its opposition to our efforts to secure a report of circulation uniform in all its details, from all publishers, and has discontinued its effort to encourage the use of the so called C.P.A. Standard Circulation Form.

It is, therefore, reasonable to expect that our further efforts to secure circulation information, strictly in accordance with the requirements laid down, will meet with no opposition, except from publishers who for reasons of their own do not wish to disclose the true volume or character of their circulation.

Plainly our members should make clear to publishers their desire for *audited* statements of circulation by the Audit Bureau of Circulations. This should be insisted upon in the case of every publication of any importance. But failing this, every publisher should be required to furnish a complete report of his circulation, on the forms provided by the Association, and lacking none of the details required by these forms. Surely it is in your own interests to do this. The publisher who now either refuses or fails to meet such a requirement can reasonably and safely be classed with those who do not desire the details of their circulation known, for reasons which are of no advantage to their advertisers.

Many of our members have been supporting the efforts of the committee in this way during the past nine months. The value of this support is clearly indicated by the fact that, except in a few cases, the only reports we have been able to secure from magazines, agricultural, trade, class and religious publications, have come to us as a direct result of insistence on the part of one or more of our members that no advertising would be given such publications until the required report was forthcoming.

These requirements are only such as meet the reasonable

demands of any careful buyer of advertising space—and you are, therefore, exercising only ordinary caution when you observe this rule. Surely it is safe to assume that the publisher who refuses or neglects to disclose this information, upon request, does so because he is not giving you your money's worth, and doesn't want you to find it out.

When we say a satisfactory report we mean a report which gives all the details called for by our form, so far as it is possible for the publisher to furnish them. Some publishers have attempted to evade the issue by returning the report only partially filled out, with some of the questions answered only vaguely, other questions ignored entirely. Such reports, of course, are no better than none at all and cannot be accepted as satisfactory. In this connection it should be borne in mind that all publications which are members or applicants for membership in the Audit Bureau of Circulations should be recognized as having complied with our requirements.

Reports from daily newspapers are requested for half-yearly periods ending September 30th and March 31st.

Reports of the circulation of magazines, agricultural, trade, religious and other class publications not members of the A.B.C., are required annually, at the close of each year.

Robinson Crusoe was a persistent advertiser. He wanted a ship so he put up a sign—a shirt on a stick. When the wind had beaten that shirt to shreds he put up another. That in its turn went to ribbons, and he used another and another, and kept it up until the ship came.

TO ENFORCE HONEST TRADING

The Retail Merchants' Association of Winnipeg has cleared its decks for action, and is out to insist on the rigid application of its motto—"Truthful Advertising and Honest Trading."

First broadsides in the campaign to enforce honest trading were discharged recently when an advertisement appeared in Western farm papers asking farmers to sending any complaints they had regarding any unsatisfactory dealings with Winnipeg produce merchants.

It is known that several deals between the farmers and merchants in regard to produce have not been settled properly, and the Association is seeking to remedy these conditions.

Farmers who think they have perfectly just grounds for complaining will be asked to set out the facts, giving all details. When these reports are in they will be considered by a committee of the association when future action will be decided upon.

The activities of the Association along this line will not be confined solely to the matter of produce. Any proposition which is at all suggestive of being indiscreet and unfair will be tackled by the association.

OBJECTIONABLE ADVERTISING MUST GO

Report of the Chairman of the Standards of Advertising Committee of A.C.A.

Publishers' Resolutions of Three Years' Standing, to Exclude Objectionable Advertising Not Yet Carried Out to Any Appreciable Extent—Resolution to Show Special Consideration to Publications Which Observe Standards in Relation to Objectionable Advertising.

DURING recent years the realization has been gradually forcing itself on the minds of reputable publishers, as well as advertisers, of the necessity of keeping the advertising columns of the public press entirely free from advertisements which are offensive in character, copy or appearance; advertisements making wilful misrepresentations or grossly exaggerated claims, and the advertisements of unreliable or fraudulent advertisers.

The result of deception is loss of confidence in the representations of that medium through which the reader is deceived. Misuse of the advertising columns of publications to deceive or mislead the public must result in greatly discounting the value of those publications to the reputable advertiser.

It would seem to be in the interests of the publisher to exert every vigilance toward maintaining the probity of his columns. It is strange, therefore, to find that so few publishers appear to have gone very far in this direction. And since those who wish to gain the attention, confidence and respect of the general public through advertising must depend on established mediums, it follows that we, as advertisers, are vitally concerned in this matter, and it is imperative that we apply whatever influence we are capable of exerting to the end that the mediums we use shall be kept free from those forms of advertising which exploit the public and destroy confidence and respect for the printed word. We must be particular about the company we keep and see that the undesirable type of advertisement is not permitted to discount our creditability and standing because of its association with our printed announcements.

No high class retail merchant would think of opening a retail store on York street, Toronto. Why? Simply because the associations are not favorable to the attraction of high class trade nor the confidence of the general public. Then why do we permit our appearances—our announcements—in the public press to be contaminated by association with undesirable companions—a class we would not associate with in business transactions—a class whose business offices in many cities are confined to certain build-

ings because reputable firms will not maintain offices in the same building with them?

It seems needless to enlarge on this. We all must realize the importance of exerting what influence we can to secure the complete elimination of objectionable advertising from all mediums of any importance to us.

In the past individual advertisers have interested themselves in this question. They have repeatedly stated to various publishers their objections to being associated with advertising of the doubtful class. This unorganized agitation has been beneficial, but in a small degree. Many publications have for a few years past excluded the most flagrant types of objectionable advertisements, with occasional lapses.

However, the opposition to objectionable advertising grew to the point where two years ago at the annual meeting of the publishers of Canada, the subject was given considerable prominence in their discussions. A committee of that association recommended the adoption of certain standards defining what classes of advertising should be recognized as objectionable and contrary to the interests of all reputable publishers and advertisers, and recommended that such advertising should be excluded. This recommendation — these standards in other words—were unanimously adopted. Presumably they represented the conviction and attitude of the publishers' association and leading publishers generally. Presumably

Chairman of Standards of Advertising Committee
B. H. BRAMBLE,
Goodyear Tire & Rubber Co. Limited, Toronto

it was decided that the time had come when a reformation should take place in this respect and publishers generally should clean up. Presumably they intended to do it. Actually they did not.

For following the adoption of the C.P.A. standards there is no evidence that any definite programme was followed or any definite action taken by any considerable number of publishers in the direction of excluding those advertisements which publishers themselves had agreed were objectionable.

This was the situation about a year ago when your committee first considered what should be

done toward cleaning up the mediums on which the general advertisers of Canada must depend to reach the public. Most publications from one end of Canada to the other were apparently accepting advertising of any character that was offered them, with apparently no concern as to the reputation or reliability of the advertiser, nor regard as to the statements or claims made in the copy.

Our attention was drawn to the standards adopted by the Canadian Press Association. It seemed encouraging to find that the publishers had themselves reached an agreement on this vexing question and were apparently in accord not only as to the necessity of excluding objectionable advertising, but also as to what specific classes of advertising were unquestionably objectionable.

Our committee had no means of knowing to what extent these standards were observed by the newspapers represented in the Canadian Press Association. Therefore it seemed desirable to learn the attitude of each individual publisher in this regard.

Accordingly the "Standard for the Guidance of Members in the Censoring of Advertising Copy" (exactly as adopted by the Press Association) was reprinted in the form of a ballot and mailed to publishers generally, together with a letter explaining our interest in the subject and asking the publisher to advise whether or not he accepted the specific classes of advertising referred to in each paragraph of the C.P.A. Standard. We were not dictating to the publisher as to what classes of advertising he should or should not accept—we merely inquired in what degree he was observing the so-called standards.

About half the publishers addressed replied to this letter and returned the forms indicating their policy. In many cases the form was accompanied by a letter explaining that they were under no obligation to adhere to these standards—that the C.P.A. Standard was merely a guide or recommendation from the Association to publishers. All this, of course, we understood—in fact it was the reason for our inquiry. If all publishers were obligated to observe the Standard there would have been no necessity for making the inquiry.

From the replies received and correspondence which followed, it became evident that a large number of publishers were accepting and carrying advertising which was plainly prohibited by one or more of the clauses of the C.P.A. Standard. In many cases they made no attempt to defend their policy. It seemed they needed the fraudulent advertiser's money. It was, nevertheless, clear to your committee that many publishers were agreed as to the desirability of rigidly excluding all forms of objectionable advertising. Some said they were planning to do this in the near future. Others claimed that they were doing it now. Others, again, contended that some of the classes of advertising prohibited by the C.P.A. Standard

were not objectionable. Still others argued that the classes of advertising considered objectionable were not clearly defined and that there was room for difference of opinion as to whether certain classes of advertising were objectionable or not.

Accepting the action of the Publishers' Association in adopting these standards as sincere and supported by the sentiment of their members, your committee went further and recommended to our members that for the time being they deal with this question by including in their insertion orders a clause reading as follows:—

The advertising covered by this order is not to be inserted on the same page as advertising copy classed as "objectionable" in the Standard adopted by the Canadian Press Association at their Annual Meeting in 1914. If the make-up of your paper does not permit the observance of this provision, omit insertion.

A number of our members adopted this suggestion. Immediately there were spirited objections from a few publishers who flatly refused to accept insertion orders containing this condition. They complained they were not bound to observe these standards—that to meet these requirements would cause too much confusion—that there might be some misunderstanding as to what specific pieces of copy came within the prohibition of this standard. But members making use of this clause held to their position and in most cases finally came to an agreement with the publisher that their advertising would be *kept apart* from any advertising which might be considered objectionable.

The action by your committee—sending the inquiry to all publishers and encouraging various members to place this restriction on their insertion orders—aroused so much concern among publishers that at the annual meeting of the Canadian Press Association last June the following questions appeared among the list of topics discussed:—

What should be the policy of publishers in respect to the growing tendency of advertisers to demand only advertising of one kind on a page?

What action had members taken with respect to the clause in certain contracts providing that the advertising covered by the contract must not appear in the same page as any advertising described as objectionable in the "standard for the guidance of members in the censoring of advertising copy"?

From the annual report of the Canadian Press Association we quote some of the discussion on these topics as follows:—

"In Toronto a number of papers had discussed the matter when the clause regarding objectionable advertising appeared in contracts and at first there was a feeling that the agency should not be permitted to dictate on what page or in what company an advertisement should be placed. Later, however, the C.P.A. Guide referred to was care-

fully gone over and five of the six Toronto papers agreed that they would exclude all advertising classed as objectionable in the C.P.A. Standard, except the two classes covered by sections 9 and 12 of clause B. Section 9 is against inserting 'copy that simulates in type, arrangement, or otherwise, the newspaper's own reading matter, unless marked as an advertisement'; and Section 12 applies to 'any advertisement in which the advertiser makes an attack upon a competitor.' The Toronto papers considered the two clauses quoted were sound but difficult of application. The decision of the Toronto papers to adopt the C.P.A. Standard with the exception of Sections 9 and 12 placed them in a position to say to the agencies that there was no longer any need for inserting the clause in question and they would not acquiesce in its inclusion in a contract. It was added that in the interpretation of the standard the five Toronto papers that are co-operating meet together and apply the definitions in the standard to every piece of questionable advertising.

"One member, referring to clause 6 of the Standard (applying to advertisements that contain extravagant guarantees of cure), asked who would interpret such a clause —the newspaper or the agency? He believed that if the agency were permitted to insert in contracts the clause in question, the agency might insist, for example, that an advertisement contained an 'extravagant guarantee of cure,' and might even go to the length of refusing to pay for advertising published on the same page as the advertisement complained of. In reply it was pointed out that an agency should not be permitted to have the sole voice in saying whether a contract is being carried out, and a publisher should have an equal right with the agent to interpret any definition of objectionable advertising. If the agent refused to pay, the position was the same as if he refused to pay for any other reason. 'Let us not accept the principle that we expect the agency to instruct us as to whether or not we fulfill the contract,' said one member.

"It was pointed out that some agencies had taken the position that the "Standard for the Guidance of Members in the Censoring of Advertising Copy' was binding upon all members of the C.P.A. It was suggested that it be made very clear to agencies and advertisers that the adoption of all or any part of the Standard was voluntary on the part of members and that it constituted a set of ideals to which newspapers could approach as closely as they were able, having regard to circumstances. The chairman of the Advertising Committee replied that that course had been decided upon at the last meeting of the Advertising Committee and had already been carried out.

"Another member stated that the clause under discussion had appeared, not in the contract, but in the insertion order. An effort had been made to comply, with the result that the advertising had to

be spread over more pages and the size of the paper increased.

"It appeared to be the consensus of opinion that members should not accept contracts with additional clauses stamped or written in them.

"That some sort of a bureau be established to which members might refer their medical copy and have it censored was the suggestion of one member, who pointed out that being able to obtain authentic information would do much to clean up the advertising columns; also that as soon as medical advertisers became aware of the existence of such a bureau they would send less medical copy that required revision."

Anticipating what recommendations should be made to our Association at this meeting, the chairman of your committee interviewed the manager and assistant manager of the Canadian Press Association with a view to learning what attitude the Press Association might be expected to take in future with regard to this subject and what action, if any, they proposed to take. It was mentioned that the members of the Press Association had approved the proposed appointment of a censor of advertising copy and we desired to learn what was being done in this direction and how it was proposed such censorship should operate.

The Press Association officials advised your committee that the appointment of a censor was under consideration but no definite advice could be forthcoming until after the next directors' meeting. Following this meeting the manager of the C.P.A. telephoned the chairman of your committee stating that the directors of the C.P.A. had decided not to employ the services of a censor for the present, and that the C.P.A. would restrict their efforts in respect to the exclusion of objectionable copy to the distribution to publishers of educational bulletins on the subject.

The situation as it stands at present may, therefore, be briefly summarised as follows:

First. We are all agreed that in the protection of our advertising investments objectionable advertising must go.

Second. There is no unanimity of opinion as to what classes of advertising are objectionable and what classes are not objectionable. In other words there has not yet been any agreement among any considerable number of those interested in the question as to where to draw the line.

Third. Despite the apparent inclination of the leading publishers of Canada to exclude all advertising of an objectionable character, most of them continue to publish some advertising which is positively in this class.

Fourth. Despite the action taken by their Association in adopting certain standards, there seems to be no agreement among publishers that these standards should or will be observed—and the publishers' organization appears to have no satisfactory policy in this connection.

Therefore, it seems imperative that we, as an Association, and individually, should agree upon a

standard calling for the exclusion of all advertising about the objectionableness of which there is general agreement. If anyone is disposed to criticise our right to set up such a standard let him review the situation we have outlined in this report. In setting up such a standard and stipulating that publishers who wish to carry our business shall observe that standard, we are merely exercising the right to which every buyer is entitled, i.e., the right to refuse to buy if the terms of sale are not satisfactory to him.

We are the buyers; let us decide what we want. Let our requirements be reasonable and just. Then let us see that these requirements are met.

Your committee at first thought it advisable to draw up a standard clearly defining each of the specific classes of advertising generally considered objectionable. It was found difficult to do this without subjecting the application of the standard to continuous differences of opinion. For example, our standard might prohibit "advertisements which contain extravagant guarantees of cure." The application of this is a matter of opinion. What one might consider extravagant, another would not. Some of the most meritorious achievements of medicine have been considered "extravagant claims" when first reported. Such a definition, therefore, leaves the publisher a loophole if he is not really desirous of supporting the object of the standard.

After much discussion your committee, therefore, decided to recommend the adoption of a standard practically identical in wording with the Declaration of Principles adopted by the Association of National Advertisers at their Dayton meeting last spring. This standard is broad in its definition, but nevertheless clear in its intent. We believe it covers any advertising which might be specifically described in an attempt to more clearly define each objectionable type of advertisement.

The standard which we recommend for adoption at this meeting is as follows:—

Resolved that we, members of the Association of Canadian Advertisers, are opposed to advertising of the following kinds:

All advertising that is fraudulent or questionable, whether financial, medical or any other; all advertising that is indecent, vulgar or suggestive either in theme or treatment; that is "blind" or ambiguous in wording and calculated to mislead; that makes false, unwarranted or exaggerated claims; that makes uncalled-for reflections on competitors or competitive goods; that makes misleading free offers; all advertising to laymen of products containing habit-forming or dangerous drugs; all advertising that makes remedial, relief or curative claims, either directly or by inference, that are not justified by the facts or common experience; and any other advertising that may cause money loss to the reader or injury in health or morals or loss of con-

fidence in reputable advertising and honorable business

Resolved that we recognize our own obligation as advertisers to conform to these principles.

Resolved that we urge upon all publishers and upon all sellers of advertising space or service, a strict adherence to these principles and that in so far as the exigencies of our individual businesses will permit, we direct our advertising to those mediums which make the observance of these principles their rule and practice.

Now consider, if you please, what is involved in adopting this standard.

It means that we are assuming the task of making it impossible for the fraud and deceiver to exploit the Canadian public through the same columns which we use to promote the sale of our goods. It means that we are in accord on this question with other advertisers' organizations and are using our influence to prevent the abuse of public confidence in and respect for the printed word in the public press. It means that we are supporting and encouraging all reputable publishers who, are sincerely endeavoring to maintain publications which are entitled to the respect and confidence of their readers.

Having adopted this standard with these objects in view, what do we then propose to do?

We propose to secure the widest possible publicity for our action in adopting this standard.

We propose to advise publishers definitely regarding the attitude of this Association on this question, and secure from as many publishers as possible, pledges that they will henceforth exclude all advertising plainly prohibited by this standard.

We propose, with your permission, to tell these publishers that the *members of this Association are pledged to show special consideration for the publications which observe this standard, giving them the preference on this account wherever circumstances permit.*

Your Committee, therefore, propose to watch the advertising columns of the principal papers and definitely advise our members regarding papers which do not, and also papers which do, carry advertising considered objectionable.

We also plan to send occasional Bulletins to publishers pointing out advertising which they carry which, upon investigation by your Committee, is considered objectionable. In connection with these investigations we hope to secure the co-operation of one or two publishers and a competent medical adviser—and also draw on the information covered by other advertisers' organizations regarding certain advertisers and certain clauses of objectionable advertisements.

Your Committee recommends that all our members use in their insertion orders a clause stipulating that their advertisements must not appear on the same pages with any advertising prohibited by

the standard adopted by the Association of Canadian Advertisers. Such a clause will be prepared in the form of a rubber stamp, so that it may be uniformly used by all our members.

Then if for any reason any publisher considers it in his interest to continue inserting various kinds of objectionable advertising, assuredly you are within your rights in stipulating that your announcement shall not be forced in close association with it.

Some of our members have been during recent months, making a similar stipulation and it should be explained that a few publishers have protested against orders with such a stipulation, claiming that this is in effect a demand for preferred position—or is stipulating the page on which an advertisement is to appear. If a publisher is running so much objectionable advertising that it is difficult for him to find a "clean" page for your advertisement, it is questionable whether it is to your advantage to use such a publication. However, very few publishers have refused to accept advertising under such conditions. Certainly those who keep their columns free from objectionable advertising would appear to have no good grounds for protesting against such a stipulation.

Your Committee suggests that it should be authorized to act as the censor of advertising copy for the members of this Association in connection with our efforts to secure the observance of any standard we adopt. Your complaints, if any, regarding the non-observance of this standard by any publisher—complaints that the stipulation appearing in your insertion orders is not observed—should then in every case be referred to the Committee, whose endeavor will be to pass its judgment, not on personal opinion or preference, but on broad principles and thorough investigation. At all times we shall keep in mind the necessity for refraining from stamping an advertisement as objectionable without furnishing entirely satisfactory reasons. The results of our investigations will be communicated to you from time to time by means of Bulletins.

TORONTO DAILIES TO BE SMALLER

IT is reported that the publishers of the six Toronto dailies will shortly take concerted action to reduce the size of their papers, and thereby do their share in conserving the paper supply. Steps will also be taken to abolish return priveleges.

It is understood the paper contracts of these publishers expire at intervals of from two to twelve months, and it is probable that action will be taken some time before the first contract is up.

Keeping in mind the large amount of advertising continually carried by these papers, should reductions in size be made, does it not seem probable that Toronto papers may soon be considered more in the category of catalogues of general merchandise than purveyors of news?

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

WHATEVER intrinsic value and interest lie in distinctive (or should I say "totally different"?) arrangements, they are certainly being capitalized by the present Invictus Shoe Campaign. One meets each new advertisement with the feeling of astonishing surprise. As long as the campaign lasts Messrs. "Curiosity" and "Anticipation" will be kept very much alert and busy.

Invictus Quality!
The ideal and the model for the visual expression of the shoe of to-day.
¶ Ask your nearest Invictus Dealer to fit your foot with the proper size and width
— The Best Good Shoe —
AT ANY INVICTUS AGENCY
Ask your nearest Invictus Dealer to fit your foot with the proper size and width.
INVICTUS BOOT SHOP, 83 YONGE STREET.
(One door north of Strand Theatre.)

Brilliantly different—and ineffectual

One regrettable thing is that the copy has fallen under the same influence as the lay-outs. It seems altogether likely the designs were developed first, and, viewing the remarkable achievements attained by the artists, the copy men lost their grip on sound advertising principles and allowed themselves to be swept away on the swirling current of—"Something Distinctive."

The copy is undeniably distinctive. It is as "totally different" as are the lay-outs. If you are a lover of mental peace and composure avoid reading Invictus copy. Even a literary mathematician would find it difficult to unriddle.

Simplicity and clearness are axioms of advertising success.

* * *

But do not imagine that distinctiveness has not its possibilities as well as its limitations. If your fount of ideas in connection with advertising illustration is running dry, consider the effect obtained in the recent advertising of Infant's Delight Toilet Soap. The stippling of the girl's head is done entirely by hand. Painstaking and laborious work no doubt, but fully justifiable in the light of the beautifully soft, enriching effect it produces and the excellent printing surface it obtains. No other treatment could be more expressive of feminine beauty and charm. The copy, too, is of that sensible, straightforward character so frequently striven for, so seldom achieved.

* * *

At last linen collar manufacturers are getting more talkative. Up to the present it seems to have been beneath the ethics of collar advertisers to offer any information

INFANTS-DELIGHT
TOILET SOAP
Nature's Ally for the Defence of Your Complexion
"INFANTS DELIGHT" Toilet Soap assists Nature to preserve a soft, white, velvety skin. Its daily use ensures a clear, healthy complexion, because it is borated to soften the water and rid the skin of all harmful secretions. Delightfully fragrant and refreshing to use. Sold in dainty cartons
One Price 10c. Everywhere in Canada
JOHN TAYLOR & COMPANY LIMITED TORONTO
Taylor's INFANTS DELIGHT TOILET SOAP IT'S BORATED

An achievement in daintiness

or description of their wares. But the W. G. & R. people are getting a little closer to the ideal of a useful advertisement. Their recent ad of the *Strand* at least indicates what points of the new collar may be worth admiring.

* * *

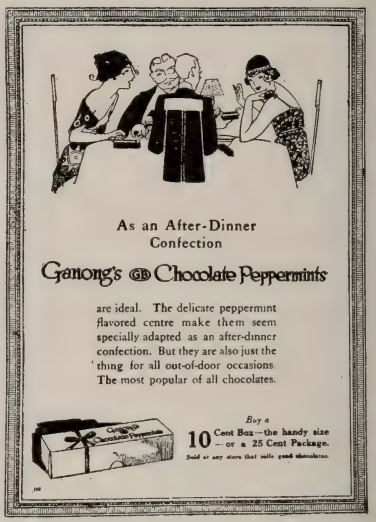
Again the *Atmospherist* yearned to create and to surprise.

And he did—and did it well.

This time chocolates was his vehicle—the well known Ganong's.

In an ad of almost perfect proportions, legibility and daintiness he settles down with wild abandon to weave his web of "atmosphere" and "class" into an impossible illustration.

Atmosphere has so long been thought of as something beautiful and prestige-conferring, that one wonders why such excellent quali-


As an After-Dinner Confection
Ganong's Chocolate Peppermints
are ideal. The delicate peppermint flavored centre make them seem specially adapted as an after-dinner confection. But they are also just the thing for all out-of-door occasions. The most popular of all chocolates.
Buy a 10 Cent Box—the handy size —or a 25 Cent Package.
Sold at any store that sells good chocolates.

Distinction through association: semi-nudes, nincompoops and—Ganong's chocolates

STRAND
ANEW W.G.&R. COLLAR
This collar is dressy and snug-fitting. Smart new touches are supplied by slightly rounding the outer folds in front leaving plenty of space for the new cravat
BROCK same style slightly higher with 2½ back
Quarter sizes
2 for 30c
The Williams, Greene & Rome Co., Limited
Makers of Fine Shirts
152

At last a useful collar ad

ties were not called into play in this advertisement.

The point is—in striving for class and distinction 'twere wiser by far to picture human beings than futuristic fancies, and err on the side of modesty than lay oneself open to excommunication by the committees of moral and social reform.

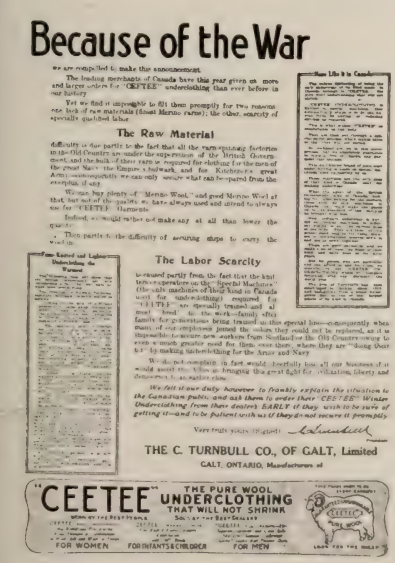
* * *

The war has been responsible for many a weak-kneed excuse, but few are as ineffectual as the wanton

waste of advertising space committed in a recent full-page newspaper ad for Ceetee Underclothing.

At best the average reader has only a few minutes to devote to the important features of a newspaper. While such apparently trifling matters as poor grammar and construction, frequent repetition, weak attention-value and monotonous display, may not greatly affect the public's interest in an advertisement, why expect the reader to wade through this "overplus" of words (the strict veracity of some portions many may question) in an effort to hunt out the real meat of the message.

The purpose of the advertisement was singularly commendable—the opportunity singularly propitious—the use of both singularly misapplied.


Because of the War
The Raw Material
The Labor Scarcity
THE C. TURNBULL CO., OF GALT, Limited
GALT, ONTARIO, Manufacturers of
"CEETEE" THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK
FOR WOMEN
FOR INFANTS & CHILDREN
FOR MEN

A Travesty on Advertising

Newbro's
TRADE MARK
Herpicide
—at once removes all the dust and germs of travel and restores to the hair its natural lustre and fluffiness. It is the ideal hair-dressing for motorists.
SOLD BY PROMINENT DRUGGISTS

To grow horny protrusions use Herpicide

Not many hair tonic ads can lay claim to the individuality of appeal attained in that of Herpicide. According to the illustration the use of Herpicide certainly promotes a wonderful growth. Get out in the open with your car. Let the breeze unfurl your tresses, and watch how the Herpicide you have previously applied will roll up your hair into stiff and heavy protrusions, not unlike bull's horns. Excellent as hooks on which to hang the extra tire.

Whatever the copy may say would make little difference with the impression left by the illustration. The copy was evidently thought so unimportant that it was set in type so pale and small the average person would have no valid excuse for troubling to read it.

MEN AND MEDIA

E. GARDNER recently severed his connection with the Advertising Department of *The Saskatoon Phoenix* to join the Advertising Department of *Winnipeg Saturday Post*. Mr. Gardner has had years of experience in the advertising line, and previous to his coming to Canada some years ago, was connected with Sells Advertising Agency, London, Eng.

* * *

Miss Ethel D. Dunlop, of Toronto, was recently appointed assistant manager of *Woman's Century*, the official organ of the National Council of Canada, and affiliated organizations.

* * *

With the Christmas number, issued December 1st, *World Wide*, a weekly, and *Canadian Pictorial*, a monthly, will be combined, and issued together as a single monthly publication. The fact that the two papers have been so long clubbed together a very large proportion of the subscribers of one also take the other, and the publishers, John Dougall & Son, confidently expect that the combined attractions of each publication will rapidly stimulate the growth of circulation.

* * *

The increasing cost of paper is having its effect on advertising rates. *Grain Growers' Guide* recently announced an increase in rate from 18 cents to 20 cents on contracts received after November 1st. The reason being largely the increase in cost of white paper of 110 per cent. over a year ago, and the anticipation of a further increase to 200 per cent.

* * *

J. Bert Malette, one of the most successful advertising experts in Canada, and prominently identified with the committee work of the A.A.C.W., has recently taken over the advertising managership of Hudson's Bay Company, Calgary, Alta.

* * *

Fred. Hickman, manager of the service and promotion department of Winnipeg *Free Press*, was recently married to Miss Ethel Gaskell, of Vancouver.

* * *

The Peterboro *Examiner* has announced its intention not to accept advertisements of intoxicating liquor.

* * *

Advertisers have cut a nice slice of the melon of prosperity for Toronto *Globe*. It is reported that Manager J. F. MacKay recently made the statement that his paper is showing an increase in advertising from 25 per cent. to 33 per cent. over last year's record.

* * *

Kingston is to have a new weekly which will be entitled the *Weekly Bulletin*, to be published under the management of P. Daley, a well known newspaper man and printer.

* * *

Hugh S. Ayers, for the past two

years connected with MacLean Publishing Co., and previous to that, with *Canadian Courier*, has severed his connection with the former publishers, and become associated with The Macmillan Company, publishers, Toronto.

* * *

St. John *Standard* now claims twenty-two members or former members of their staff among His Majesty's overseas forces.

* * *

During a recent successful business trip to New York and Philadelphia, E. G. Smith, manager of Quebec *Telegraph*, reports a more or less general disposition on the part of some of the large American agencies and advertisers to regard Canada as being in the throes of poor industrial activity, and on that account, a tendency to pass it up. A little more promotional work from Canadian publishers would be timely and effective.

* * *

The British Government has commandeered the greater part of the Grand Trunk Railway Building, London, Eng. The Grand Trunk will probably retain the ground floor. Toronto *Globe*, Montreal *Star*, Canada Town Sites, and other companies occupying the building, will be dispossessed. It is understood the building is required for a department concerned with the manufacture of the new "tank" armored cars.

* * *

R. Goldwin Smith, for some time assistant commercial editor of the Toronto *Globe*, who recently resigned from that paper to become financial editor of the Toronto *Daily News*, is a graduate of the University of Toronto and entered upon his profession five years ago. In addition to his work with the *Globe* he has been a contributor to various commercial periodicals and has also written articles of a literary and philosophical character for some of the leading Canadian magazines.

* * *

Lloyd Moore, of the news staff of the *Globe*, has succeeded Mr. Smith as assistant commercial editor. Mr. Moore is also a graduate of Toronto University, where he took a successful course in philosophy, winning high scholarship honors. His journalistic career covers four years, during which time he served as a reporter on the Brantford *Expositor*, Toronto *World* and Toronto *Globe*.

* * *

Peter Wilson, who has been for some years editor and manager of the Kenora (Ont.) *Examiner*, is now connected in a similar capacity with the Verdun (Que.) *Echo*. Roy Carmichael, proprietor of the *Echo*, is also financial editor of the Montreal *Herald* and Montreal correspondent for several American and Canadian dailies, and has decided to devote more time to his financial work than to his weekly paper.

* * *

The Regina *Province* has been purchased by Mr. W. F. Herman, of the Saskatoon *Star*. The name

of the *Province* will shortly be changed to the *Daily Post.*

* * *

November 1st will see the initial issue of *Winnipeg and Western Grocer* in the mails. The new publication will be devoted to the interests of the grocery trade in Western Canada and is to appear twice a month. The Jackson Trade Publishing Co., Winnipeg, is the publishers.

* * *

The Toronto *Globe* has recently issued an unique folder to announce their advance in advertising rates. The idea behind the illustration was a big one and well in keeping with the scope of that paper's field of service.

The front page showed a scenic group of Ontario's industries such as farming, lumbering, mining, educational, manufacturing and others. In the centre appeared a replica of *The Globe* with these words panelled on it—"Back of *The Globe* is Ontario, Unrivalled in Canada in Wealth, Population, Production." The back cover showed a delivery scene at a rural route box and a city newsboy on his morning route.

The text gives some uncommon facts in a striking way and proves conclusively that the people of Ontario have the wherewithal to satisfy their fancies.

The angle of reasoning in announcing the advanced advertising rates is refreshing and convincing. It might well be taken as a model by others contemplating similar action.

It is not often one sees literature sent out by a newspaper that is so well conceived and so excellently executed. There is selling force in every line and newspapers in general would do well to consider the good points of this folder, and then take steps to bring their literature into harmony with the outstanding worth of the publication it is sent out to represent.

The prettiest ad is not necessarily the most convincing. Rough and rugged advertising will sometimes drive home a truth when the pretty ad would fail.

Some men imagine they are advertising when they buy space and fill it with words.

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If it is to Toronto people you wish to sell your goods then a logical step is to advertise in a paper that has its circulation in Toronto — not scattered over the Province. The Evening Telegram always has about 95% of its circulation concentrated in Toronto. The total circulation last week was 90,450 with 85,521 in Toronto.

If you want Toronto's business use Toronto's paper.

THE EVENING TELEGRAM

TORONTO, CANADA

Toronto's Newsiest Newspaper

THE ONLY thing which a newspaper has to sell to an Advertiser is the "Service" which it gives to its readers.

QUANTITY of circulation is no criterion as to the value of a medium—its "pulling power" being largely determined by the number of readers who purchase it daily for its news value.

THE SERVICE which the Toronto Daily News renders to its subscribers makes it a profitable advertising investment.

DURING the month of September (as in previous months) The News leads in "live news" matter, as follows:

News	2,016¾	Columns
Globe	1,672¾	"
Mail	1,604	"
Star	1,542	"
World	1,439¾	"
Telegram	1,312	"

In advertising the Daily News during the same period made a gain of 71.4%

The Toronto Daily News

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 NOV. 1916 NO. 11

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Messrs. Norris-Patterson Limited,
Mail Building, Toronto, Ont.

Gentlemen,

We want to express our appreciation of the way in which you have handled our advertising during the past two years. The service you have rendered has been well placed, well executed, and we have had splendid results.

Yours very truly,

A recent letter from one of many satisfied clients. (Name on request.)

Norris-Patterson, Limited

Advertising Agency

Mail Building
Toronto

Phones: Adelaide
2231-2232

"IT'S ALL IN THE SERVICE"

CIRCULATION WORTH

How to Figure It—A Basis for Advertising Values

ANY man who buys advertising space must sometimes wonder what facts can be sifted out of the mass of arguments that assail him from the armies of solicitors with space to sell.

One advertiser is credited with the remark: "When I ask a solicitor to explain the high rate he is quoting on a small circulation, I get the same reply, as a rule, "Ours is a 'class' circulation!" And the great majority of advertisers know that if only the so-called "class" represented the purchasing public of Canada, Canadian business would indeed be scarcely worth while going after.

"Class" plus a high-class "mass" are the homes representing the desirable market in Canada.

FIRST—VOLUME

LET us start *FIRST* with a general truth about "mass" or bulk circulation. Other things being equal, a magazine with 100,000 circulation is worth ten times as much as a magazine with only 10,000.

EVERYWOMAN'S WORLD has a circulation guaranteed by the A.B.C. of over 130,000, direct to the women in the better-class homes throughout the Dominion—just the types of homes that must be reached in selling in Canada.

SECOND.—The purchasing power of subscribers is important.

EVERYWOMAN'S WORLD has secured data covering owners and prospective purchasers of motor cars among its subscribers. Data has been secured similarly regarding pianos, regarding electricity in the homes of EVERYWOMAN'S WORLD subscribers, also as to the value of their property, and whether owned or rented. At considerable expense, a special census enumerator has covered representative territory, compiling complete data on subscribers, and has taken photographs of their homes—all of this service has been undertaken and is given gladly in order that advertisers—our patrons—present and prospective, may get a clear idea, not only of the great volume of circulation delivered by EVERYWOMAN'S WORLD, but that they may know exactly the standing of representative subscribers and have absolute proof covering the great masses of these "A1" Canadian people who are the real buyers of their goods.

PAID UP SUBSCRIPTIONS

THIRD.—Circulation representing subscribers who place sufficient confidence in the magazine to pay the full subscription price is better than circulation representing subscriptions in arrears, or cut-rate subscriptions, gift or premium subscriptions.

EVERYWOMAN'S WORLD subscribers pay the full price in each and every case, and are the chief support of their favorite magazine, as is obviously apparent from these figures: For the year ending March 31st, 1916, the net revenue received by us from EVERYWOMAN'S WORLD circulation was $115,013.98. For the same period, the gross revenue from advertising in EVERYWOMAN'S WORLD was $69,081.74—from which figures, of course, must be written off Agency commissions. No premiums are given to EVERYWOMAN'S WORLD subscribers.

96% WOMEN

FOURTH.—Since women are the great purchasing factors, a medium making direct appeal to women will represent the greatest value—for in it there will be no waste circulation so far as most commodities are concerned.

EVERYWOMAN'S WORLD subscription list represents 96% women, of whom 85% prefix "Mrs." to their names.

FIFTH.—A medium of general interest, which will be gladly read by more than one member of the family will get more results than specialized magazines, interesting only the actual subscriber. Length of life is also a vital factor.

EVERYWOMAN'S WORLD attracts every woman in the house, and actual investigation shows that it is also closely followed by the men. As to length of life—"the hardest thing to find is yesterday's newspaper," but EVERYWOMAN'S WORLD is kept conveniently on the

(Continued on page 29)

That a Committee of this Association carefully investigate circulation-getting methods with a view to discouraging, so for as possible, the employment of such stimulative methods as are not believed to attract readers whose interest in the publication itself is not sufficient to be of value to the advertiser.—Association of Canadian Advertisers.

THE OTTAWA FREE PRESS

is the only Ottawa paper which does not employ methods "to attract readers whose interest in the publication is not sufficient to be of value to the advertiser."

The Free Press is the *only* Ottawa paper which does not use premiums, guessing contests, popularity contests and other similar schemes for artificially promoting circulation of *doubtful* value.

Free Press readers *individually* subscribe for The Free Press solely on its merits as a newspaper.

Member A.B.C.
FLAT RATES

THE OTTAWA FREE PRESS
OTTAWA CANADA

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 10 Toronto, November, 1916 No. 11

STRAIGHT TALKS

MUST NEWSPAPER ADVERTISING DIMINISH?

MATURE consideration of the matter of proposed increases in newspaper advertising space clearly points out that it is more than a question of fair distribution of publishing expense. It is a question of plain, everyday, business economics.

Figures form unfailing guideposts. Many large advertisers have found for some time back that cost for newspaper space in general barely balanced with results. The margin is constantly growing less favorable to newspaper advertising, even after due allowance is made for any present and temporary market condition.

Anything like general increases in advertising rates would automatically exclude many heretofore commonly used publications from advertisers' lists. It would limit the number of usable newspapers to such an extent as to render impossible a unified, workable newspaper campaign. It would undoubtedly encourage the more general use and development of magazines and other available mediums.

We believe none know better than newspaper publishers the unique advertising service that can and should be offered by the newspapers of this country. We believe newspaper publishers

The Montreal Daily Mail

Has the largest circulation in its field and the largest Home circulation in the better sections of Greater Montreal—including: Westmount, Notre Dame de Grace, Montreal West, Outremont and Annex.

All the big department stores are daily advertisers—two using the DAILY MAIL exclusively.

Member A. B. C.

WINDSOR

is conceded to be the most prosperous city in Ontario and continues to grow rapidly.

The Evening Record

is the only Canadian daily within fifty miles of it.

Daily average circulation for September **9,376.**

General Advertisers should make note of this.

KITCHENER

(FORMERLY BERLIN)

is prosperous, as is shown by the Bank Clearings, Savings Deposits, Customs Receipts, Assessment Increases, Population Growth and Busy Factories.

News Record

(Member of A. B. C.)

Proves a steady growth in keeping with the thriving conditions of the community. The News Record is the one newspaper that adequately covers Kitchener, Waterloo and adjacent territory.

realize there is only one way to ensure this position remaining undisturbed. Subscription increase is so simple, so sensible, so essential a solution there is little fear of newspaper advertising being forced to stand in the shade.

THINK OF IT!—A. C. A. AGAINST NEWSPAPER ADVERTISING!

SOMETIMES the mystery of mistaken impressions is almost humorous.

"I would have joined the Association some time ago," remarked a good user of newspaper space, when the conversation drifted into a mention of the A. C. A., "but you see, I *must* use the newspapers."

Nothing could be further from the truth than even the suggestion that the Association of Canadian Advertisers was an opposition party to newspaper advertising or any class of media that can be made beneficial to advertisers.

How *could* it be? The A. C. A. is a three-score-or-more group of general advertisers, organized for the purpose of helping each other and of devising ways and means of making their advertising expenditures more profitable. Newspapers must enter exclusively into the individual programmes of these advertisers.

The attitude of the Association toward newspapers, as represented by recent resolutions in relation to fairness of rates, circulation statements, objectionable advertising, etc., can only be construed as meaning one thing; an aim toward the broader, more general use of advertising in newspapers or in any commendable form, by pointing the way whereby it can be made more resultful and profitable.

No movement has ever been instituted in Canada that in so short a time has performed such genuine service for advertisers, or was so promising in future helpfulness. No movement has been more deserving the whole-souled interest and co-operation of publishers and advertisers alike as the Association of Canadian advertisers.

THE ADVERTISERS' RIGHT TO INVESTIGATION

ADVERTISING schemes promoted by groups of returned soldiers, organized into returned soldiers' associations, are springing up as quickly as the proverbial mustard plant. Three new ones have been reported in the last few weeks. It is reasonable to suppose they will continue to grow in number as soldiers continue to return from the front.

Many of these schemes may be of great value to advertisers. Many may be of questionable character. It is for the promoters to prove their worth.

ECONOMIC ADVERTISING has no warning for the advertiser who chooses to link philanthropy with business. Even the law cannot

Alberta Crops Assured

From the samples of grain already threshed it is now a certainty that, although the yield per acre is under that of last year, with the increase in price of grain and farm produce the Alberta farmer will be just as prosperous this year as last. This means an active market, not only in necessities, but also in luxuries. Share this prosperity by using

EDMONTON JOURNAL

The Leader in its Field by Every Test

Alberta Is Prosperous

In 1915 5,352 automobile licenses were issued. In 1916, to september 1st only, 8,551.

It pays to advertise where people have the money to buy.

The Calgary Herald

is Alberta's leading publication

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J.GUY, 302 Royal Bank Bldg., Toronto, Ont.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
Telephone Ad. 16.

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

help such a person. But those who are approached on the point of the worthiness of a scheme, and who expect some measure of return for their expenditure in them would be well advised to insist on complete explanation of the proposition. It is significant that the promoters of some of these schemes have refused to submit them to rightful investigation.

SIMPLICITY ALWAYS EFFECTIVE

IN its elements, advertising is a simple proposition. But the man who is forever immersed in the details of its production is often in danger of forgetting this fact. His view is apt to become too professional. In his reading and in his discussion with other professional advertising men it is natural that his ideas shall become more or less colored by the various theories that arise from time to time regarding this, that or the other method of appeal. And it is natural too, that in his efforts to achieve distinction for his copy by the means of such theories the vindication of a theory may sometimes result in a weakening of his copy.

It is certainly well to remember what every advertising man knows: that the general public, to whom advertising is usually addressed, know little and care less about the theory of advertising. Nor are they greatly concerned with artistic balance and proportion. They are interested in advertising only as it touches their personal wants; in the thing advertised as it affects them, not in the method of advertising.

Simplicity is the big thing. Clear meaning is the first essential. Long discussions are not helpful in copy preparation when they lead to a super-criticism that involves the many debatable details of an imperfectly understood psychology. Plenty of instances are on record to show that copy that would not bear even a mild form of professional analysis has been run continuously, with eminently successful results, for a number of years.

This, however, is not in disparagement of proper care in copy preparation; it is merely desired to point out that the preparation of advertising copy has not yet reached a stage when it can be regarded as an exact science. Copy may easily be emasculated by too much elaboration. It is easier to take out the "punch" than it is to put it in.

A plain, straightforward statement concerning a product, especially when written from the standpoint of its usefulness or desirability to the reader, will receive attention in any medium. When a piece of copy has been written that is clear in its meaning, and that has been laid out and illustrated with sufficient care to assure quick attention and easy reading, any advertising man is justified in going ahead and getting it placed without reference to any attempts to achieve an exact artistic balance or to evolve any theoretical condition of atmosphere.

A Strict Advertising Censorship

YOUR advertising will be in clean, honest company when it appears in THE EVENING CITIZEN.

Over 27,000 subscribers have confidence in the Advertising they read in THE CITIZEN because they know that all fake and unclean ads. are excluded.

THE CITIZEN DOES NOT PRINT

Liquor, Medical or Semi-Medical advertising of any description, fake sales, doubtful financial offerings, loan sharks, matrimonial offers, fortune tellers, palmists, massage parlors, or any other advertisement that should not be found in a clean Newspaper for the Home.

THE CITIZEN was the first daily newspaper in Canada to censor its advertising columns. It is more rigid in that censorship to-day than any other newspaper in the Dominion.

Sworn net paid daily average circulation exceeds 27,000, over 18,900 of which is in the city of Ottawa and suburbs.

THE EVENING CITIZEN

Official Organ Retail Grocers' Association

OTTAWA, CANADA

THE A. N. A.'S FIGHT FOR CLEANER ADVERTISING COLUMNS

Advertiser Responsible for Laxity of Standards—Association of National Advertisers Keeps Tab on All Advertising—To Issue a "White List" of Publications—By A.C. Reiley of the Remington Typewriter Co., New York, Chairman of the Executive of the A. N. A.

"THERE is nothing which more vitally affects our interests as advertisers than this question of objectionable advertising," said Mr. Reiley, in describing what had been done by the Association of National Advertisers toward securing the elimination of undesirable advertising from the public press.

"But it is not to the publisher, it is not to the agent, and it is not to the vendor and seller of advertising space that we must look for the final solution of this problem. The problem is one which must be met and solved by the advertiser. I am absolutely convinced that it is the advertiser who is entirely responsible for the present laxity of standards. I don't believe there is one publisher in a hundred who carries objectionable advertising as a matter of choice. I don't believe there is one publisher out of a hundred who would not be glad to clean up."

Mr. Reiley here referred to the Declaration of Principles adopted by the A.N.A. at their meeting in Dayton, last spring, and told what had been done to give publicity to their attitude on this question and the steps which had been taken by individual members to make known

A. C. REILEY of New York,
Chairman of the Executive Committee
of the A. N. A.

to publishers carrying their advertising their objection to the continued appearance of undesirable advertisements.

"There is one other and final point," continued Mr. Reiley. "Neither the publicity method nor the 'blanket' method of sending the resolutions out with every contract is going to avail in the case of individual publishers who

The Standards of MACLEAN'S MAGAZINE

MACLEAN'S MAGAZINE excludes:

all advertising that is fraudulent or questionable, whether financial, medical or any other;
all advertising that is vulgar or suggestive in theme or treatment;
all advertising that is "blind," or ambiguous in wording or calculated to mislead;
all advertising that makes false, unwarranted or exaggerated claims;
all advertising that makes misleading free offers;
in short—
all advertising that may cause money loss to the reader, or injury in health or morals, or loss of confidence in reputable advertising and honest business.

MACLEAN'S Standard of Advertising has been the standard of years—it is not a sudden conversion induced by outside pressure.

On the Matter of Circulation MACLEAN'S MAGAZINE

does not use premiums or cut prices to get subscribers;
charges cash and full price—$1.50 a year—for all subscriptions;
employs salaried solicitors and advertising to procure new subscriptions and for renewals;
has its circulation audited by the Audit Bureau of Circulations, and is delighted to have the Bureau's report most carefully studied as to methods, etc.

IF you will take the time to examine judicially the character of the contents of MACLEAN'S MAGAZINE, for one month or many, as to contributors, class of article and story, and as to artists; also if you will look into the personnel of the advertisers who use MACLEAN'S month after month; we believe that your appreciation of this most national and representative of Canadian magazines will recommend you to include it in your lists.

THE MACLEAN PUBLISHING CO., LIMITED
143-153 University Avenue, Toronto
Also at Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng.

may persist, in spite of these advertisers' strong objections, in carrying questionable copy. These individuals must be dealt with in some way in our programme. If they get the impression that our methods are merely general, and do not hit him unless he wishes to be hit, he may put our resolutions down as merely so much 'hot air.' So we have instituted at the office of the A.N.A. a Press Clipping Bureau, in which two or three of our employees spend their entire time clipping publications. This Bureau has only recently commenced operations, and at the present time the data which has been collected is not of much account. But we hope shortly to have such complete clipping data from all the leading publications as to the kind of advertising they are carrying, that we will have a complete case against any publisher who continues to carry objectionable copy—a case to which he cannot make any general reply designed to 'lose us.' We will have the evidence right on file. Then we will be in a position to say to the publisher 'The Association of National Advertisers requests you to clean up.'

"Now as to the next step in the programme. That will depend on the nature of the publication. One thing we have decided to do is to impress upon our own members with the importance of patronizing and giving their business, as largely as the exigencies of that business will permit, to the clean publications. We have also decided to publish a 'white list.' We will soon begin to issue in the Bulletins of the A.N.A. a 'white list' of the publications which have not only agreed to conform to our standard but which the investigations of our Clipping Bureau prove are carrying out their agreement.

"The average publisher is more sinned against than sinning. The main trouble is the inertia of the advertiser, and if we can once overcome this inertia our battle is clearly won. Our 'white list' will serve the double purpose of overcoming this inertia and bringing to the advertisers' attention the names of publications which run only desirable advertisements. At the same time, it will be no injustice to the publisher. It will be rather an incentive to him because every publisher will want to get on that 'white list.'

"The cleanest press we have, as a press, is the farm press. The objectionable advertiser could not jimmy his way into the average good class farm publication with a proposition that is in any way questionable.

"Next to the farm press, the cleanest press is the general magazine. This is largely due to the example of the Curtis Publishing Co. and Colliers', and for which they are certainly entitled to credit from all advertisers. Their influence has pulled along other magazines. There would be no problem at all if all publications maintained such a good standard as these magazines.

"Then there is the religious press, with whom we will do our first work. This is not because the religious press is as bad as it is sometimes painted, but because it

Hard and Easy

To a manufacturer of, say, shoes, the designing of a striking piece of advertising literature may appear a hard, almost impossible, task.

But it's easier to the man whose business is designing.

Of course, you know this as well as we do. And our only object in thus reiterating what you already know is to call your attention to our complete printing service.

DESIGNERS

COPY-WRITERS

PRINTERS

All at your service, any time, for anything in printing.

WRITE, WIRE OR PHONE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue

TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

is not as clean in the matter of the advertising which it accepts as we feel the religious press ought to be. On general principles, it seems to us that if any one department of the press ought to have the highest standard it is the religious press. Unfortunately, the religious press as a whole has not lived up to such a standard.

"Now as regards the daily newspapers, I am very much afraid that we in the United States will have the problem of objectionable advertising to contend with long after you have succeeded in solving it in Canada. The average newspaper does not secure its main revenue from the National Advertisers. I do not believe that in the average American newspaper more than 20 per cent. of its advertising is National advertising. We have laboriously gathered data to show the amount of National advertising done in the United States newspapers, and we cannot figure it to come to more than $90,000,000 a year. This is a small sum of money compared with the amount that National Advertisers spend through other mediums.

"I do not believe there is a single other method of any kind whatever, whether magazines, bill boards or general printing, which gets so small a percentage of the total appropriation of National Advertisers as the newspaper. It is equally small when compared with the amount of advertising which they secure from local advertisers.

"Therefore, we are not in a position to exercise the same influence we do exercise and will exercise with publications of other kinds. But, in spite of that fact, we are making progress with the newspapers. The influence of the New York *Tribune* has been tremendous. I do not think too much can be said of it. It seems likely to wield the same influence with the newspapers as the Curtis Publishing Company has wielded among magazines.

"And, gentlemen, the A.N.A. desires to work in harmony with your association in this matter. I feel that I have received more out of this trip than I can possibly give. When I tell my confreres in New York what you are doing in this field I believe that they will agree with me."

SPEAKING of objectionable advertising, the story is told of the publisher of a prospering newspaper in a certain Ontario centre who recently dropped in to give the local druggist the once over.

Noticing the prominent display given a certain patent medicine the publisher remarked: "Say, Joe, how the d—— can you have the heart to sell such junk as that?"

"How the d—— can you have the heart to run the advertising?" returned his friend, pinning the onus to the publisher's lapel. "Pough! Expect me to turn away good trade while your old sheet is getting them all heated up on the stuff?"

And it is further related how, on the publisher's return to his office, a brand new box of blue pencils was discovered in his pocket.

ADVERTISERS NOW BEAR SUBSCRIPTION LOSSES

Such is the Claim Made by Will S. Eakin, Advertising Manager of the Swift Specific Company and the Bradfield Regulator Company, in "The Editor and Publisher." Who Advances Arguments to Prove It and Who Declares that Increased Cost of White Paper Has Not Been Fairly Distributed

THE shortage of print paper and increased overhead cost of producing a newspaper, are two of the most serious questions that have confronted the publisher in years and every fair-minded space buyer must fully appreciate just what these conditions are. At the same time the publisher must not lose sight of the similar conditions that the majority of general advertisers are facing and trying to work out without eliminating their source of income to such an extent that they will be forced out of the advertising field.

My investigation, through correspondence and a recent visit to Chicago, where a thorough personal investigation was made, brought out the fact more distinctly than ever that 90 per cent. of the publishers look to only one course to cover 4/5 of this increase in cost of production. This source is the advertiser.

In many instances rates have been advanced to the point of eliminating for the advertiser any chance of an even break on present sales against expenditures.

This action seems to be taken without any thought of making the real source of the trouble carry the burden, which they are responsible for, through the efforts of the publisher to deliver to the subscribers their paper at cost, or less than cost, of production, in order to show more circulation.

ADVERTISERS' EXPENSES INCREASED

The average publisher does not seem to realize what is true in the case of the Swift Specific Company and Bradfield Regulator Company is also true in the majority of other similar lines. That is, we use thousands of tons of paper in cartons, booklets, fillers, and numerous other ways necessary to carry on our business, and the percentage of increase to us on this material is just the same as to the publisher. Aside from this, we all know that the greatest increases in prices have come in chemicals used in connection with most proprietary medicines and other manufactured products.

Has not the time come when the subscriber should take on all or part at least of the increase in cost of production, and the space-buyer back the publisher up in this by being willing to take a reasonable view on the circulation guarantee, and do all in his power to help make every publication look to the

subscriber for a profit instead of an even break or loss to the paper?

No publisher can afford to continue the penny paper under present conditions, and I hope to see this feature of the daily newspaper eliminated from coast to coast in the near future.

MAY DRIVE AWAY ACCOUNTS

The life of advertising depends entirely on what can be produced by the mediums used, against the expense to the advertiser necessary to cover the campaign. While the publisher who has placed from 80 per cent. to 100 per cent. of his increased cost of production on the advertiser, may be encouraged to some extent by the space-buyer who is willing to take a long chance, or does not give the proper thought to the advertising and marketing of his product, this condition can bring but one result, and that is the gradual elimination of a good account from the advertising field, and a loss to both sides through the space-buyer's efforts to hold his list by meeting advances that are impossible for him to overcome. All because he has retained papers on the list where rates have advanced overnight per inch per 1,000, that wipe out the entire profit in the field and in many instances two and three times the amount to which he has been building for years.

To increase the subscription price necessary to take care of part if not all of the increased cost means saving many good advertising accounts to the publisher, that have been years building. These accounts have been standing increases in rates each year that in part belonged to the subscriber, who has had many times the value of his money at the expense of the advertising departments, and who have carried this loss of the paper without a kick until they have reached their limit through no fault of their own.

JOHNSTON COMING TO THE FRONT

IT may be of interest to Canadian advertising men to know that three of the most striking advertising pages in the October *Ladies' Home Journal*, Philadelphia, were the work of a Canadian, Mr. Hubert McBean Johnston, who was until a year or two ago, connected with an advertising agency in this country. The pages in question were those of Armour and Company, Brighton-Carlsbad Sleepingwear and Simmons Beds, all three of which have been notable campaigns throughout. In addition, Black Cat Hosiery, and a number of other advertisements in this same issue of the journal were also the work of this writer.

An unusual tribute to the high order of Mr. Johnston's work came recently from no less a personage than Mr. J. Ogden Armour himself, who said: "Our recent advertising has developed an institutional thought, quite unlike anything we have ever had before. The tactics of it have been excellent."

Mr. Johnston's creative work in the case of Simmons Beds is also deserving of special notice, as the makers of this product, while probably the largest manufacturers of metal beds in the world, are new advertisers.

CO-OPERATION FROM THE VIEWPOINT OF AN ADVERTISING AGENCY MAN

Anything Tending to Make Advertising More Profitable Tends to Make Publicity More Extensively Used

By Paul E. Faust in Newspaperdom

FOR co-operation to be intelligently considered, or for co-operation to be dispassionately viewed and discussed, it cannot be defined as many people have defined it. Trade papers have called it graft. Some publishers have called it a new way of cutting rates. Some advertisers have regarded it as a "free lunch." If co-operation is any of these things, it cannot endure. If it is none of these things, what is it, and why is it necessary?

There must be merit in it, or some of the most ethical, intelligent and far-sighted newspaper publishers in this country would not advocate co-operation with advertisers so positively; neither would they continue the service that they are now rendering so enthusiastically. We have nothing to do with the misuse of the word co-operation. It has been misused. We are concerned with the legitimate possibilities of a service from the publisher to the advertiser which must be based (1) on the self-interest of the publisher; (2) on helping the advertiser to succeed so that he is perpetuated as a customer of the publisher.

Co-operation, as we view it, is merchandising aid or merchandising service. It is not the actual sale of goods, but, rather, helping to organize a market so that selling is simplified to the dealer and to the consumer. Perhaps the most general attitude of the newspaper publisher towards a service to the foreign advertiser is the objection to doing anything beyond the publication of a good newspaper, delivering it regularly to the subscribers and giving the advertiser a fair measure of circulation for the rate charged.

If a publisher believes in publishing news only, he is likely to find himself very much alone in a viewpoint a good many years old. This is because the newspaper is constantly becoming more than a purveyor of news. News can properly be defined as "daily happenings." If a newspaper today were limited to that, it would be decidedly restricted in its scope. Publishers have found that news, as such, does not interest one hundred per cent. of the people. So that for the newspaper to be of universal or one hundred per cent. interest, something more than news had to be printed.

In many metropolitan dailies there are accordingly various features, such as editorial pages, fashion departments, household pages, automobile sections, real estate sections, book review sections, magazine supplements,

photogravure pages, comic supplements, and so on. These are all variously valued for their information, entertainment and for the attraction and holding of subscriptions. In a nutshell, the publication of news alone is not enough and there has to be added literary merchandise to keep pace with the competition from other publications and periodicals and, in a word, to keep up with the times. Twenty years ago newspaper publishers would have viewed the present-day newspaper as being just as unethical as many of them call misunderstood "co-operation" unethical today.

The fact is, the newspaper business is developing. The point of view of ten years ago, or even five years ago, must be revised if the newspaper is going to keep up with literary competition and finally with advertising competition. When the newspaper elected to carry advertising, the newspaper assumed a responsibility to the advertiser as well as the subscriber. The publisher cannot long prosper and take money from the subscriber or the advertiser without giving ultimate satisfaction to both. In the past, publishers have felt that their responsibility terminated with printing the advertisement of the advertiser. This was well enough until it was found that in an alarming number of instances advertising contracts published under those circumstances, p r o b a b l y would not be renewed at their expiration.

It has finally developed with observing publishers that it is a far-sighted policy to concern themselves in the real success of the advertiser for the purely selfish newspaper reason that in so doing they could renew business and increase business at less expense than they could possibly keep up their revenue by getting a new crop of foreign advertisers every year. We come, then, to the point that if the newspaper advertiser succeeds, he renews his contract and perhaps increases his appropriation. If he fails, it is one more black eye for newspaper advertising, one more advertiser delivered to the magazines or to the billboards, or to the agricultural papers, one more blow to the efficacy of newspaper advertising.

If we admit the truth, we must start with the power of the newspaper as an advertising medium. It is safe to say that the newspaper which markets the millions of dollars of merchandise for the big retail stores of America is the most powerful local selling medium we have. It works the quickest. And we have documentary proof, in sales and subscription records, of the number of persons it actually reaches. But this high-powered, quick-acting, universal advertising medium is an expensive one as ordinarily used. It is not expensive if thoroughly used. And it must be thoroughly utilized to be made to pay. We know of a certainty that the newspapers are successfully selling for retail stores the class or kind of products that we undertake to advertise in them. It is very simple to find out why, for example, the department store

gets results. The department store advertises today. It displays the goods today. The clerk is informed of the advertising today. When the consumer comes in the product is available. It is displayed. It is intelligently discussed by the salesman or saleslady. There are no gaps between the advertising in the newspaper and the delivery of the product to the consumer. The advertising has an opportunity to attract attention and aid definitely in the sale of the product. The medium, the advertising manager, all act in unison when the department store advertises.

When the foreign advertiser advertises, the sales condition may be exactly the opposite. On the one hand we have a forceful advertisement appearing in the newspaper. In many cases the goods are in the hands of dealers. Certainly they should be. There is a serious question whether anyone in the dealer's store, excepting the dealer himself, knows that the goods are there. We know of cases where the dealer was unaware that the advertised product was in his storeroom. We then have the situation that (1) the product may not even be distributed; (2) it may not be known to the clerks; (3) it may not be known to the dealer; (4) it probably is not displayed in the dealer's store.

Contrast the two opportunities for results from newspaper advertising. With the department store they are almost one hundred per cent. perfect. With the foreign advertiser they may be almost one hundred per cent. imperfect. Now you may say that this is no business of the newspaper publisher. You may say that this is no concern of anyone but the foreign advertiser. Well enough, if you are prepared to do without the revenue that can be yours for reaching out a reasonable helping hand. This "helping hand," as stated in our definition, does not mean selling goods. The fact to be looked in the face is that in successful advertising the Consumer, the Salesman and the Dealer are of almost equal importance. It is not enough that advertising reaches the maximum number of consumers in any locality. The dealer must be in position to supply the goods when they are demanded.

I think, for example, Mr. Owen Moon, and his associates, of the Trenton (N.J.) *Times*, would say that the special department of food matter has been one of the best subscription winners the Trenton *Times* ever used. We know that this daily has four women editors, who produce food pages and household pages of highest merit and broad scope. Mr. Moon feels that these household and food pages have been most effective in circulation building. We may or may not consider it incidental to this that the Trenton *Times* publishes a half million lines of food advertising per year. One thing is sure —that after the food text had been published for a considerable time in the Trenton *Times*, it was very easy for the Trenton *Times* to get profitable advertising from local stores and from foreign advertisers and carry a three to five-page food

section on a light day each week. The test is that when a foreign advertiser goes into Trenton he finds the dealers of Trenton in the frame of mind to place the advertised products in stock; so that the text pages of the Trenton *Times* devoted to household and food interests ultimately have a bearing on the success of the advertiser.

If the publisher of a newspaper elects to disregard the woman reader, to carry no household departments, to carry no fashion or food pages, we have no quarrel with him. But we do say, that if the newspaper publisher desires to compete for advertising, it is fundamentally necessary for the newspaper to help put his readers in a sufficiently responsive frame of mind so that the advertiser can use the paper efficiently. This cannot be construed in any degree as an argument for illegitimate text; that is, text that is not first of all of definite news interest to women readers.

We can put this down as a fact, I think, that if a newspaper expects to pay the specialized advertisers over a long period of time, it is absolutely necessary to pay some attention to the frame of mind of the newspaper audience toward that class of product. This is true of foreign advertising or local advertising. It is true of investment publicity, or advertising for automobiles, fashion goods, wearing apparel, food products, household appliances, and so on.

As the newspaper is developing today, it seems inevitable that it cannot be a purveyor of news of happenings only. As the newspapers reach the point of view that departmentized text matter is desirable, they will perform co-operation of the utmost value to the foreign advertiser, because the newspaper will then be educating the market, which, when it falls entirely upon the advertiser, is an expense that makes newspaper advertising practically prohibitive.

To repeat, co-operation with the advertiser is service to the advertiser. The word "co-operation" cannot be frowned upon or put aside because many newspaper publishers profess to misunderstand it. As we have stated, service to the advertiser is desirable primarily in the newspaper publisher's own interest. And if the newspaper publisher is to render service, it is well to look about him and see what other publishers are doing to aid the advertiser to succeed—to find what these other publishers are doing to help the same advertiser that the newspaper's representative is looking to for business.

Does the solicitor sell you his paper, his service or himself?

The first requirement of a good ad is a good product.

Candor counts. Copy written with mental reservations kills confidence.

The salesman is the only man who has to be cheerful 100 per cent. of the time.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

"IMPRESSION is stronger than expression," says a contemporary advertising man, or in other words the ideas created in a reader's mind are of much more importance than the words or language used to convey them. It may be interesting to note the influence a picture may have in the vivid presentation of an idea as illustrated in the recent Sunlight Soap advertisement.

Even a casual observer cannot miss the feeling of cleanliness and purity so simply and forcibly expressed by this illustration. The copy is altogether in harmony with the idea conveyed by the picture.

Come into the Sunlight—
Come out of the gloom of wash-day drudgery into the sweet, wholesome air of the Sunlight wash-day
Sunlight Soap
is the purest form in which laundry soap can be made. Because it is all pure soap—no impurities or "fillers"—it will do more washing with less work than ordinary soap. It costs only 5c. to prove this.
LEVER BROTHERS LIMITED
TORONTO

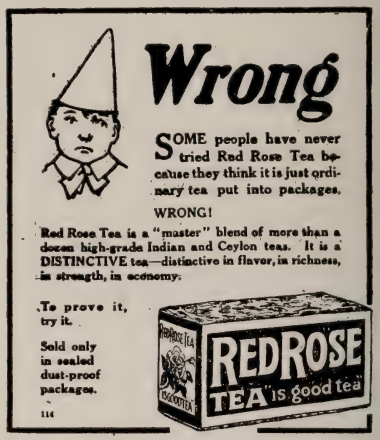
A Vivid Presentation.

The advertisement as a whole is a master-stroke of advertising design.

* * *

Wrong! What's Wrong? Red Rose Tea or the parents that allow little boys to drink a beverage that gives them wry faces and makes them feel like wearing the fools' cap?

Though such is far from being the intention of the advertiser in the Red Rose Tea advertisement, the association of pictures and heading are such as to undoubtedly

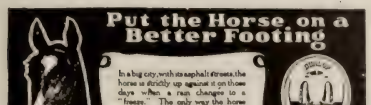

Wrong
SOME people have never tried Red Rose Tea because they think it is just ordinary tea put into packages.
WRONG!
Red Rose Tea is a "master" blend of more than a dozen high-grade Indian and Ceylon teas. It is a DISTINCTIVE tea—distinctive in flavor, in richness, in strength, in economy.
To prove it, try it.
Sold only in sealed dust-proof package.
REDROSE
TEA is good tea

What's Wrong, Anyway ?

leave just this sort of impression upon the mind of the reader as his eye flits over the page. That such negative associations are harmful goes without saying.

* * *

With the coming of the season of slippery pavements and the possibility of many bad falls and possibly a broken leg, the Dunlop Horse-shoe Pad advertisement will undoubtedly appeal very strongly to horse owners at this time, as a necessary safety measure for their horses.



Bold and Convincing.

Bold enough to hold attention, short enough to ensure complete reading, pointed enough to carry conviction. One of the closing phrases "Masters of the Weather" is very happily conceived.

* * *

It seems that snobbery like the proverbial poor "are always with us." If one would win laurels in the art of high-faluting self-exaltation, one could find no better standard work of modern thesis than the series of Scripps-Booth advertisements. They are the epitome of effusive affectation.

Effective and Affected.

Proof of their inefficiency is made clear by the fact that hours of reflection are required to understand what the advertisement is driving at.

* * *

One of the most humanly interesting and effective of confection advertisements at present appearing in the press is that of the Neilson's Chocolates series. A picture, an exclamation and an

Exceptionally Striking.

illustration of the box, but more is said through these three forces than paragraphs of type. The subjects selected are both timely and out of the ordinary.

The field for the live advertising man is bounded only by his business vision, his capacity for work, his knowledge of his business, and his penchant for dreaming.

J. L. Stewart, who was for some months engaged as a correspondent on the staff of the Maclean Publishing Co., Toronto, Canada, will in future represent it in the Ohio territory for all of its publications.

THE CHANGING STATUS OF THE ADVERTISING AGENT

NOTHING is more typical of the growth of advertising as a serious business aid than the changing status of the advertising agent. In a strict legal sense the agent is still a middleman, a purchaser of advertising space for resale; but the agents of that limited calibre are so rapidly passing out of existence that the legal definition is already an anachronism. And nowhere is the change more apparent than in the demands for expert and specialized service on the part of advertisers.

We have, for example, a letter from a large concern which describes itself as "in the throes of the agency question." The selection of the agency which is to handle its first large-scale campaign of consumer-advertising is being gone into with as much care as would be bestowed upon the choice of a fiscal agent or a vice-president in charge of production. The company manufactures several distinct lines of goods, some of which are seasonable and others are sold the year 'round. Its relations with its dealers are peculiar and must be taken fully into account in planning the consumer-campaign. "We require an agency," the company writes to *Printers' Ink*, "that will help us to arrive at a broader view of our entire project—not an agency that merely can write good copy, but an agency that will dig and dig deep into the fundamentals of our proposition. We want an agency that will give us merchandising as well as advertising counsel, that knows the relations between the dealer and ourselves as well as between the dealer and the consumer, and understands all the different factors which intervene between the manufacturer and the ultimate consumer."

Not so many years ago the company would have found it difficult to locate an agency which could live up to those qualifications. But to-day that is the direction in which the best agencies are travelling. The manufacturer presents a gilt-edged list of agents and asks *Printers' Ink* to help in making a selection. For obvious reasons, *Printers' Ink* is unable to perform that particular service (a service, by the way, which we are frequently asked to render), but the incident is significant as showing the broad field which the modern advertising agency is equipped to cover. Advertising which is based upon such merchandising facts as are set forth above is hardly to be classed as a business ornament, and the agencies which can render that sort of service are not properly designated as mere buyers and sellers of space.—*Printers' Ink.*

It pays to advertise—interestingly.

BUILDING TRADE WITH FARMERS

Address before a Conference of Farm Paper Publishers, Country Newspaper Publishers and Dealers who Sell to Farmers.

By T. W. LeQuatte

THE great bulk of the retail business of this country is done in towns of less than 10,000 population. More than half of the retail business in towns of 10,000 and less is farmer trade.

The interests of dealers, country newspapers and farm papers in the farmer trade is co-ordinate. They should work together in a friendly spirit. The only practical interest that any or all of them may have must be along lines that will also be to the farmers' benefit if it is to be permanently productive.

Neither the dealer who sells to farmers, the country publisher or the publishers of farm papers can perform the service offered by the other. No two of them can perform the service that the farmer may expect from all three of them working together.

If each works independently and without co-operation with the others, they will waste energy, time and effort. They will work at cross purposes and in many cases fail where co-operation might have meant success. They need to work together to be effective.

A conference of these three forces should devote itself largely to a study of how by working together they can serve the farm community to the greater profit of the farmers and their families either in money or comfort or satisfaction or pleasure.

Increased profits to publishers and dealers will follow as naturally as the harvest follows the seed time.

These three powerful forces in connection with the farm trade have been the subject of unjust and unreasonable criticism in the past. They have been unfavorably compared with the city dealer, the city newspaper and the city magazines.

As a matter of fact, the average small town dealer is actually closer to his farmer customers than the city dealer can ever hope to be with his city customers. He is welcome in their homes. He attends their weddings. He knows children by name. He recognizes their teams when he sees them coming down the street. He knows what they can afford to buy. He congratulates them on the arrival of each new baby and mourns with them when one of their number takes his last long journey.

The relations of the small town merchant with his farmer customers is as different from the relation of the city merchant to his city customers as the hired man on the farm is different from the janitor of the city apartment building.

How many city merchants ever get farther than the back door in the homes of 99 per cent. of their customers? How many city merchants know any of the intimate details of the business and social life of their customers such as enables the country merchant to give intelligent and conscientious service to his farmer customers?

The country newspaper publisher has an opportunity to study the human nature of his community in detail and to treat it in detail in his paper. He knows the bright young men and women who leave the farm to build fortunes and reputations in the centers of population. When they succeed he brags about it on the front page because he knows that will please mother and father who get his paper out on the farm. When they fail or get into trouble in the city and city reporters who do not know them and do not know their folks make a joke of their misfortunes or print stories of their follies or crimes with black headlines and cruel glaring realistic, but probably overdrawn illustrations, the country editor seldom reproduces the story. They are his people and their folks are his friends and subscribers. He cannot be independent of them. He cannot ride rough shod over their hearts. Each individual in that community counts and the collective influence of the individuals in the community requires a cleaner and more charitable editorial policy in a country newspaper than in the case of a city newspaper whose publishers think they can make daily sacrifice of a few reputations to make a Roman holiday for the masses who know those individuals only as strange actors on a stage are known to the audience.

Farm papers are cleaner editorially and of a higher educational value than the average city magazine. They would not dare to print the kind of literature that some city magazines of the very highest reputation carry into the city and town homes of this country.

Every good farm paper in this country has received hundreds or perhaps thousands of letters from subscribers who say they place it next to the Bible as a guide to their lives. Do you suppose that such a paper would dare carry thirty or forty chapters running through weeks and months of a story describing in intimate detail and familiar terms the sexual emotions of a little group of social parasites whose highest purpose in life is to be entertained and whose highest ideal of entertainment centers around a cocktail or a bottle of wine, a game of auction bridge, a tango tea and an open or secret passion for some person of the opposite sex?

A farm paper is not a mere incident in the life of its readers. It is not a superfluous thing that could be left out of their lives without loss. It is not in the entertainment class with the theatre and phonograph and the moving picture drama. It is a vital factor in the lives of the men and women who produce our bread and butter. The farmer gives farm papers

credit for helping him to be an independent business man with his own complete organization for the economic production of his product instead of a stolid, ignorant Russian peasant scratching over the surface of the soil and living under conditions that our own farmers would look upon as too mean for their cattle.

Farm papers have accepted more definitely than any other class of publications their responsibility to their readers in the matter of advertising. Their censorship is as strict as that of the average magazine, and in many cases more strict. Besides that, it is a common practice among farm papers to bakc their judgment as to the honesty of an advertiser by guaranteeing to refund any money lost by their readers through the dishonesty of any advertiser in that paper. What other class of publications go so far?

I have wanted you to realize the tremendous power of the three great forces represented in this conference. I have wanted you to realize that the small town dealer who sells to farmers, the country newspaper and the farm paper are more potent factors in the lives of the individuals in their several fields than are their good brothers who deal largely with great masses of people in cities.

I have wanted you to realize that co-operation will carry you farther than antagonism; that each of these three forces is necessary to the full development of the other two because each of these three forces is necessary to the development of the farmer.

And finally, I want you to realize that not one of these three forces is one hundred per cent. efficient as a business getting organization. With all of this power and all of this influence and with our constituents solidly back of us, we have permitted city dealers to get more co-operation from manufacturers than country dealers have had; we have permitted city newspapers and city magazines to carry away the lion's share of the advertising appropriations for things that are used by farmers and city people alike.

City dealers and city newspapers and city magazines are not to be blamed. Their opportunities have been less definite than ours, but they have made the most of them.

Antagonism to the mail order man gets the dealer nowhere and only advertises the mail order house. Country dealers who cooperate with the other forces that go to build up the farm markets have nothing to fear from outside competition.

It is right that publishers should urge dealers to maintain a high standard in merchandise and methods. The dealers may properly insist that only truthful advertising shall appear in the columns of papers that carry advertising of merchandise to be distributed by them.

We publishers must breed and raise our own advertisers. This year's crop must serve to produce next year's business. The legitimate advertiser must make a

profit out of our columns this year so that he will stay in next year, and bring others with him.

Dealers who sell to farmers must develop their own customers through their own service and the educating influence of country newspapers and farm papers. This season's satisfied patrons must serve to produce next season's increase. The farmer must get a service from small town dealers that he can get nowhere else and he must be made to know that this service is available.

Without taking a cent from other advertising media, the country newspapers and the farm papers of this country can add hundreds of thousands of dollars to their advertising income and contribute greatly to the prosperity of the dealers who sell to farmers if we will all work for closer co-operation in serving the farmers, and if we will all work together in the development of better advertising methods on the part of the farm paper, the country town paper, and the dealer who sells to farmers.

The men who sit in this conference are so far apart geographically that they can get close together in this discussion without jealousy or suspicion of each other. I think the conference is not especially anxious to hear why anybody failed. We want to know why men have succeeded and how they did it.

Out of the present paper situation better newspapers are going to be born. Better, more economical methods are going to prevail in every newspaper business office. Newspapers are going to be more concisely written and edited. This paper crisis is now distressing to the newspaper of the country, but I am sure it is going to result in good for all, in the end.—George Matthew Adams.

"To be satisfied with present methods is the starting point of business decadence."

In selecting a newspaper for advertising, a new advertiser will frequently pick the one he reads in preference to the one his customers read. Personal opinion should always be put in the background, and the interest of one's customers considered first.

ADVERTISING DESIGNS OF DISTINCTION

WE endeavor, and with invariable success, to interpret an advertiser's ideas, not merely in an artistic sense, but incorporating definite selling value.

Let us make the sketches for your next campaign.

Stewart and Browne
23 Jordon St. TORONTO

HOW THEY ADVERTISE WHEN OVERSOLD

Use Conditions to Induce Buying Ahead, Enlarge Future Demand, Emphasize Quality

BACK in 1867 the firm of C. H. McCormick and Brothers issued a booklet on their "Old Reliable, Self-Raking Reapers," which made the following statement: "As we shall have but a limited number of them in the market, those wishing to purchase one should secure it early."

That was not only a warning to buy quickly, but also a warning that it would be the farmer's own fault if he couldn't get a reaper when he was ready to buy.

"We don't claim we can take care of all comers, but we do claim an exceptionally large stock of these staples and invite your inquiries," says a recent advertisement of another advertiser.

Isn't this fair warning to those who want the advertised articles to buy in advance instead of from hand to mouth? On the other hand, the advertiser's method allows him to continue to advertise without becoming embarrassed by demands that he cannot meet.

INDUCE BUYING AHEAD

Little difference can be found between the advertisement of 1867, and that appearing nearly fifty years later. Each advertisement was prepared so that orders that couldn't be filled could be declined gracefully. That would-be buyer's good will is kept and possibly even increased by the method these advertisers used.

A well-known Gear Works takes advantage of conditions to promote a new buying method. In this case they are getting customers to buy ahead. A recent advertisement reads.

"Listen—A great many firms leave the placing of their orders until the material is actually required—and then Bang! 'Rush us 2,000 gears as per drawing.' In this busy season it becomes increasingly difficult to give rush orders proper attention. We, therefore, suggest that orders be placed as far ahead of actual requirement as possible. More time can be allowed for accurate inspection, insuring more satisfactory final deliveries. We can gauge our machine output accordingly. In many instances we could quote lower prices than we are forced to quote on a RUSH basis. Remember, your co-operation in this respect, means BETTER GEARS FOR YOU. On this basis we solicit your gear business."

Practically the same method is applied by the advertising of Rinex soles though marketed through a devious course. Soles are bought first by the shoe manufacturer who may sell his product to a jobber. However, before reaching the consumer the retailer must stock the Rinex soled shoes. A recent Rinex advertisement to the consumer says:

"Tell your shoe dealer you want Rinexed shoes. Tell him you must have them—and, if he hasn't got them right now, to be sure to have them for your next purchase."

This is killing two birds with one stone. Not only is the production oversold, but there has not been time to complete distribution. Consumer "demand," "good will," "acceptance," however, it may be termed, is being created for future use.

PUTOVER "QUALITY"

Possibly an even more interesting way of capitalizing an oversold condition by use of extensive advertising is used by two Cleveland concerns. Their method is to seize the advantage offered by an oversold condition to emphasize quality of product.

"For Nine Months No Unsold Peerless" begins a Peerless Motor Car advertisement. It continues: "The latest and greatest Peerless .....has outsold Peerless production steadily for a longer period than any previous model."

Even more extensive use of an oversold condition to emphasize quality is made by the Cleveland Twist Drill Company. Advertising their "trustworthy tools," they say:

"Unfortunately such tools cannot be hastily made—the safeguards of quality take time. Perhaps the precautions which we take to insure the unswerving stamina of "Cleveland" tools could be relaxed and the deliveries speeded just a trifle as a result. Yes—but aren't the results worth the little additional time involved—isn't it a comfortable feeling to know that your tools are capable of sustained effort—the kind that will help you speed up your deliveries unhampered by unexpected breakage in the shop?"

Evidently these advertisers look upon an oversold condition as an opportunity for even more effective use of advertising. By their methods what some regard as a liability is converted into an asset.

Chas. H. Ashley, formerly of Toronto, and latterly of the Chicago office of the Street Railway Advertising Company, has resigned to become sales manager of the Multiple Systems, Limited, of Toronto.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

(*Continued from page 1*)

library or living-room table; it is read from day to day, and later is loaned to friends and neighbors to be read again and again by a wide circle, keeping it alive for from four to six weeks and more.

CONFIDENCE

SIXTH.—Confidence in the advertisements is in direct proportion to the calibre of the editorial contents. You will have no difficulty in imagining the possible results from the same advertisement appearing in a magazine of recognized standing, often quoted by the newspapers, as against a localized medium without the weight of influence that would be given it by great National circulation.

EVERYWOMAN'S WORLD, editorially, is based upon a policy of education and uplift ment, as well as of pleasure and entertainment. Its contributors include the leading recognized authorities on the great questions of the day pertaining to Canadian women. Exclusive articles by such renowned Canadians as Julia Arthur and Margaret Anglin are features in EVERYWOMAN'S WORLD. All serious matters of general interest that go to make up a Canadian woman's kingdom are a big part of EVERYWOMAN'S WORLD editorial features. But not the least factor generating confidence in the advertisements in EVERYWOMAN'S WORLD is our absolute money-back guarantee covering every advertisement.

SEVENTH.—The volume of advertising is an indication of superiority.

EVERYWOMAN'S WORLD carries its old advertisers year after year. Watch Printer's Ink summary month after month, with EVERYWOMAN'S WORLD almost invariably at the top for Canada.

RATE PER THOUSAND

EIGHTH.—Rate per M of circulation must always be considered.

For each one cent per line invested, EVERYWOMAN'S WORLD gives more than 1,733 circulation. This basic principle of real fact and actual value of what he gets for each one cent invested is the only basis on which the careful buyer will judge values and place orders.

NINTH.—Circulation must be where it is needed to actually "lift" or "merchandize" goods in all places where they can be sold to best advantage.

EVERYWOMAN'S WORLD detailed report, as checked by A.B.C. auditors, shows that this great home magazine virtually "newspapers" Canada, reaching directly one out of every 6.3 of the English-speaking homes or 15% of its possible field. Our subscription representatives in all cities, towns and communities throughout Canada must seek their "customers" where money and prosperity are. Any representative who fails to seek the moneyed and cultured element in his community, fails, naturally, to secure subscriptions. Thus, EVERYWOMAN'S WORLD enters just the homes where you can sell your goods to the best advantage.

TENTH.—The editorial worth and real merit of a publication, *as judged by the readers*, caps all considerations.

EVERYWOMAN'S WORLD, editorially, is so good—fitting right into the lives of Canadian women—that it is more than read by them; it is loved. Anyone interested in an analysis of EVERYWOMAN'S WORLD, editorially, is invited to write for this data and "Ten Big Reasons Why" the women of Canada are so anxious to get EVERYWOMAN'S WORLD and so glad to support it to a greater and greater extent year after year.

ENQUIRIES SOLICITED

ANY and all enquiries concerning EVERYWOMAN'S WORLD and the market it represents are welcomed. We solicit National advertisers to write us for the information they want pertaining to this vast market reached by EVERYWOMAN'S WORLD, everywhere, uniformly distributed, throughout Canada.

We believe in keeping down the cost of space in EVERYWOMAN'S WORLD *to the irreducible minimum so as to be able to deliver the maximum of service for our readers and for those select National advertisers who are permitted to use the columns of* EVERYWOMAN'S WORLD.

So kindly do not wait for a representative to call, but write to us, or consult your agency.

Chas. C. Clifton

Vice-President
and Advertising Director

Continental Publishing Co. Limited
Toronto, Canada

MEN AND MEDIA

REGINA *Leader* recently announced the appointment of Norman A. Ruse as advertising manager, to succeed G. H. Tyndall.

* * *

Wm. P. Goodspeed, business manager of Buffalo *News*, recently addressed the Hamilton Ad Club on the story of the growth and development of The Buffalo Ad Club, of which he is president.

* * *

Oxbow, Sask., *Herald*, was recently sold by John H. Noble, to Hugh D. Pedlar who for some time past has been managing the paper. Mr. Noble ran the paper for over fourteen years. Mr. Pedlar came originally from Ontario.

* * *

Northern News, Athabasca Landing, was recently sold to new interests by the Northern News Co., Limited, and the name of the paper has been changed to the Athabasca *Herald*. R. F. Truss is the new editor, and Geo. Mills the business manager.

* * *

Geo. H. Tyndall, formerly business manager of Regina *Leader*, was recently appointed manager of Regina *Post*.

* * *

At a recent meeting of the Calgary Ad Club, the following officers were elected for the ensuing year: president, T. G. Freeze; 1st vice-president, C. L. Carter; 2nd vice-president, Laurence Lambert; secretary, Chas. W. Stokes; treasurer, J. H. Williams, C.A., directors, Tom Campbell, R. L. Glover and J. C. McFarlane.

* * *

Canadian Press Association, Inc., recently made formal announcement of the return to active work, after an absence through illness of nineteen months of its manager, John M. Imrie. Also the creation of a new permanent office of assistant manager, and the appointment thereto of Mr. A. R. Alloway, and the removal to larger offices at 902 Excelsior Life Building, Toronto.

* * *

D. C. Nixon, Toronto, has been appointed Canadian representative of the Detroit *Saturday Night*.

* * *

R. Bruce Owen has opened a special agency in Montreal, for the representation of Winnipeg *Telegram* and *Farmer's Weekly Telegram*, Ottawa *Evening Journal*, Ottawa *Valley Journal*, Quebec *Le Soleil* and Quebec *Telegraph*. Negotiations are also pending with a strong list of newspapers from coast to coast.

* * *

As a result of the recognized necessity of the close co-operation among newspaper publishers in the present newspaper printing emergency, seven daily papers have recently joined the Canadian Press Association. The new members are: Halifax *Acadian Recorder*, New Glasgow *News*, Sherbrooke *La Tribune*, Guelph *Herald*, Kit-

chener *Telegraph*, Chatham *Planet*, Nanaimo *Herald*.

* * *

At the annual meeting of the St. Lawrence River Counties Press Association, held a few days ago in Brockville, B. O. Britton, Gananoque *Recorder*, was elected president; A. H. Barker, Brockville *Times*, vice-president; W. J. Moore, Brockville *Recorder*, secretary-treasurer. It was reported to the meeting that twenty-five weekly newspapers in the district had raised or would shortly raise their subscription rate to $1.50. Unanimous support was given to the policy of higher subscription rates by the meeting, as one immediate result, the Brockville *Daily Times* will increase its out of town subscription price from $2 to $3.

* * *

At the recent annual meeting of the Essex & Kent County Press Association, held in Windsor, Ont., it was decided to adopt the $1.50 subscription rate for weekly papers. The Wilson and Chatham daily papers are also increasing their mail subscription prices. The following officers were elected for the forthcoming year: president, A. C. Woodward, Chatham *News;* vice-president, H. H. Hellems, Kingsville *Reporter;* secretary, Wm. Davies, Thamesville *Herald*.

* * *

Mr. J. P. Kelly has joined the advertising staff on *Everywoman's World*, and will have charge of the interests of the Continental Publishing Co., Limited, for Montreal, it being the intention to open an office there early in the New Year in connection with the soliciting of advertising for *Everywoman's World*, and the new magazine which is being established for the women of rural Canada. Mr. Kelly has lately been connected with Murray-Kay, Limited, Toronto, as manager of service. Previously he was traveling sales-manager, and afterwards general manager for Canada, for the Davis Acetylene Company, selling lighting systems to farmers and small-town people.

* * *

Walter H. Gordon, well known in Montreal newspaper circles, and a lieutenant in the British Army was recently killed in action.

* * *

William Gregory Colgate, formerly advertising manager for the Toronto Furniture Company, and more recently connected with McConnell & Ferguson, London, Ont., has joined the copy staff of Smith, Denne & Moore, Limited, Toronto.

* * *

C. A. Abraham was recently appointed business manager of the *Sun* Publishing Co., Limited, Vancouver, B.C.

* * *

A meeting of the Association of Canadian Advertisers was held at the Engineers' Club, Montreal, early in November. Thirty-five of the large general advertisers of Montreal were in attendance. The

occasion followed a meeting of the Association Board of Directors, at which it was decided to form a committee to deal with the question of price standardization.

A NEW MAGAZINE FOR CANADA

IN an announcement under the caption "Overlooked and Underestimated," Mr. Chas. C. Nixon, B.S.A., has placed before the people of rural Canada his plans for a new Canadian magazine. There are not enough copies of specialized farm papers published in Canada to provide one each for the farmers of this country. This is a situation not fully appreciated heretofore by Canadian business men, and because of farming being the great basic industry of this country, with fully 65 per cent. of our people living in the rural districts, it is a point of great satisfaction to know that this field is now to be more fully covered and developed.

Mr. Nixon knows the needs of the farm people as few people in this country know them, he having been born and raised a farmer, and later educated at the Ontario Agricultural College. Before graduating from the Toronto University, he put in a season soliciting subscriptions for the *Farmers' Advocate* throughout Western Canada. For four and a half years he edited *Farm & Dairy*, and as advertising manager on that farm paper for about two years more he came in contact with all elements in Canadian farming from coast to coast, and throughout the United States.

Backed as he is with his live, aggressive, business-building organization, the Continental Publishing Co., Limited, one can safely expect a big success to come out of worthy work on the new magazine. The farm women of Canada have been organizing and advancing their interests greatly in recent years, until to-day there are perhaps 200,000 or more organized women in the rural districts. These people should warmly welcome the new magazine, which is being designed to mean so much to them and which, even now at the start, is taking them right into its confidence in asking for a suitable name for which a cash prize of $100.00 is offered.

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Look at it from any angle you like and you must naturally conclude that the combination contract covering the Toronto Daily and Sunday World is the best advertising contract offered by any Canadian publication

What Is Advertising Value?

IN the first place an advertiser wants assurance that his advertisement will be read. The printing and publishing of his business announcements are not the only results for which he spends his money if he analyses his motive deeply enough. An advertiser is one who wants certain others to know that he has something to sell and that it is a good thing to buy. Therefore, that which constitutes advertising value is the definite assurance that the advertisement will be read by the desired class of readers.

Now the advertiser who is a keen purchaser of advertising value will find several points of interest in Canadian Farm.

First, the editorials have that recognized punch that sustains and maintains the interest of our readers. Read those in any current issue and judge for yourself.

Second, many subscribers add to that interest by sending in their opinions on the question handled in the editorial columns. These farmers' letters are published. Read them yourself.

Third, our market reports are comprehensive and practical. The subscriber appreciates this service.

Fourth, the live stock and poultry articles are seasonable and reliable. The farmer is interested in these topics.

Fifth, the farmer knows that his wife and children like the paper and that it is clean enough for them to read. This knowledge establishes confidence.

Sixth, the farmer wife likes "Home and Fireside," and "Help-on-a-Bit." You can notice this interest by examining these departments in any current issue.

Seventh, seven is termed the complete number and the children complete the home. There is no need to state how interested "Aunt Helen's Boys and Girls" are in CANADIAN FARM. Read their own letters in every issue and you will understand why the children like CANADIAN FARM.

Now the time required for you to investigate and verify these statements should be of sufficient value to an advertiser for him to do it now. Will you please ask for a copy and examine the evidence personally?

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

Member A.B.C. **181 Simcoe St., Toronto**

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 9 DEC. 1916 NO. 12

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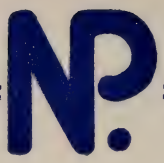


Somewhere there's a man—

who is not altogether satisfied with the advertising service he is at present getting.

And we ask that man,

if this should meet his eye, to consider N. P. service in connection with the fact that it has, for many years in succession, been capable of holding a large number of well-known accounts among which the following may be mentioned:

The Cudahy Packing Company (Old Dutch Cleanser)
Canadian Chewing Gum Company (Chiclets)
E. W. Gillett Company Limited
Pedlar People Limited
Shredded Wheat Company
Steel Briggs Seed Company
Waltham Watch Company
Williams Piano Company Limited

"IT'S ALL IN THE SERVICE"

Norris-Patterson, Limited
Advertising Agency

Mail Building
Toronto

Phones: Adelaide
2231-2232

RESOLVED

FOR 1917

1st.—That I will buy circulation giving me "strings of paid-up, actively interested subscribers" rather than "strings of mediums," since the former will sell while the latter will merely scatter.

2nd.—That I will buy space on a per unit basis—find out just what I get for each 1 cent per line invested, and take full advantage of the big, low-cost service that I most need; I will have the courage to buy this better service and better value, although [it] seems to involve a large proportion of my appropriation for advertising.

3rd.—That I will buy space just like I buy any other tangible commodity: I will get all the facts, and I will buy the most real value which I can get for the least money; prejudice nor blind personal favor shall not influence me against the service I really need in the market where I must sell my goods.

4th.—That I will buy enough space in at least one great Canadian home magazine for enough issues, to impress everlastingly all the readers of that magazine with the merits of my goods. This magazine will really merchandise and sell my goods. I'll rejoice in having it do this—its appointed work.

Think it over and consider:

EVERYWOMAN'S WORLD

Canada's Great Home Magazine

130,000 Circulation

Member A.B.C.

For each one cent per line invested EVERYWOMAN'S WORLD gives more than 1,733 net circulation. Send for booklet "Inside Tips on the Magazines," also booklet "Values," giving comparative information.

Send for booklet "How I can Cover Canada Efficiently and Economically"—a compendium of all the facts regarding EVERYWOMAN'S WORLD circulation,—most valuable information which every space buyer should have and use.

To the Advertising Men of Canada the editors and publishers of Economic Advertising extend sincere Christmas Greetings.

We trust that the Festive Season will find you in the best of good health, with all your affairs prospering; and that you will enjoy uninterrupted good fortune throughout the coming year.

Economic Advertising

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110 00	$200 00
½ page	12.00	60.00	110 00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225 00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 9 Toronto, December, 1916 No. 12

STRAIGHT TALKS

IS A RESEARCH BUREAU ADVISABLE?

A PROPOSAL has been made recently by Charles E. Coling, Advertising Manager of the Winnipeg *Free Press*, that a Bureau of Advertising Research be formed through the co-operative efforts of the publishers, the advertisers and the advertising agencies.

The idea advanced by Mr. Coling is that certain specific information regarding local conditions is of great value to the national advertiser in planning his campaign. This information, he says, is usually sought for by each individual advertiser through whatever sales organization that advertiser may have ready to hand. But, Mr. Coling contends, in an article on the subject appearing in a recent issue of our contemporary, *The Printer and Publisher*, sales and advertising managers find it exceedingly difficult to get reliable information through the efforts of their organizations. And for each advertiser to do so at his own expense would involve too great an outlay of money.

Mr. Coling then gives an outline of the class of information to which he has reference. He says:—

> "Space will not permit me to go into detail of the workings of such a bureau, but such an institution could, after it had been organized for a time, furnish specific and general reports

Canadian Countryman 1917 Circulation Guaranteed Under A.B.C. Audit

THE Canadian Countryman will accept contracts for 1917, guaranteeing a minimum weekly net paid average circulation of 34,000, to be substantiated by the Audit Bureau of Circulations.

While we guarantee the above average, we expect to furnish our advertisers with an actual average of about 36,000, as we have during the past year and a half.

The Countryman has made application for audit by the Audit Bureau of Circulations.

Advertising effect is directly dependent upon editorial interest. If you could analyze the Countryman's editorial program for 1917 our circulation guarantee would have double the significance to you, as an advertiser, that mere figures could possibly have.

THE CANADIAN COUNTRYMAN PUB. CO.

14 McCaul Street, Toronto

on products, territories, towns and retail merchants. Take the latter for instance; a complete report similar to the one that follows on all the retail merchants in the field you were just about to enter would be invaluable. Date; town; population; number of families; number of females between the ages of 15 to 30; per capita income; home owners, etc. Name of merchant; address; business; years in same business. Buy direct or through jobber? Stock? Volume? Size of store? Number of windows? Size of windows? Shape of windows relative to a street line? Will he give window displays? Number of clerks? Class of business? Delivery system? Approximate number of customers? Cash or credit business? Weekly or monthly statements? Does he advertise in local papers? How often? Name of paper used? Does he cut prices? How are windows kept? Will he give exclusive display? Is window in good location? About how many people pass in a day? Would he appreciate window display suggestions? Are display cards used to an advantage? What trade journal does he take? How does he regard newspaper advertising? etc., etc."

Undoubtedly the existence of such a bureau would be of immense usefulness to the national advertiser in enabling him to form his advertising plans so as to meet varying local conditions with the most complete chance of success.

The question arises, however, whether such a bureau could be successfully organized and conducted having in view the rivalries that exist among the advertisers who would be most interested in obtaining such specific information. While the interests of all advertisers are, in many ways, almost identical, it remains a fact that business is carried on by keenly competitive methods. Each concern in a given line is anxious to outstrip its rivals. That there should be a certain degree of wasted and futile effort is natural and unavoidable under the circumstances. Each house jealously guards the secrets of contemplated policy. For an advertiser to apply to a bureau of the nature suggested for certain information would, if it became known to his rivals, result in "showing his hand." The secretary, and in fact every other official of such a bureau, down to the very office boy, must needs be a person of great tact and discretion if continual friction would be avoided. The fact, however, that organizations with similar objects already exist, seem to indicate that objections born of business rivalry are by no means insuperable.

The expense of maintenance is another factor of great importance in the consideration of this question. Even when distributed over a number of different concerns the cost of a sufficiently capable staff would be large. It is by no means clear that the increased

Alberta Crops Assured

From the samples of grain already threshed it is now a certainty that, although the yield per acre is under that of last year, with the increase in price of grain and farm produce the Alberta farmer will be just as prosperous this year as last. This means an active market, not only in necessities, but also in luxuries. Share this prosperity by using

EDMONTON JOURNAL

The Leader in its Field by Every Test

Alberta Is Prosperous

In 1915 5,352 automobile licenses were issued. In 1916, to september 1st only, 8,551.

It pays to advertise where people have the money to buy.

The Calgary Herald

is Alberta's leading publication

The Herald Publishing Co., Limited
Calgary, Alberta

Eastern Representative, E. J.GUY, 302 Royal Bank Bldg., Toronto, Ont.

In the Morning
In Montreal
It is

The Daily Mail

Largest Circulation—
Best Advertising Medium

efficiency of a co-operative bureau would be great enough to justify national advertisers in adding to the expenses of their campaigns.

But the idea is attractive and is most emphatically in line with modern tendencies to have every possible fact on record before any important advertising plan is inaugurated.

ECONOMIC ADVERTISING will welcome any views on this subject the advertising men of Canada may care to contribute.

WANTED—JUSTICE FOR ADVERTISERS

IN Canadian Press Association P. A. circles there is a movement on foot to standardize the column width on newspapers. This is certainly a step in the right direction. But it is a very small step at that. For justice to the advertisers—and there are a great many of them—who use an extensive list of publications, calls for a bigger step by far.

As the matter now stands, an advertiser who uses a list of papers among which column widths vary, must make his plates suitable for the narrowest column on the whole list. If the narrowest width is 12 ems and the widest 13 ems, the advertiser, in making a plate for, say, three column copy, loses the value of 3 ems on the wide column publications. This in itself is no great matter. The main ground of complaint lies in the unsightly appearance which the ad is likely to present in the wide column paper. It is quite obviously a misfit. It bears a certain family resemblance to the old-time ready-made suit of clothes on the human frame. The publishers, naturally enough, are looking at the matter from their own standpoint. Their idea, we believe, is to attempt an economy of paper by standardizing the column width at 12 ems. It is to be hoped, by all advertisers, that they will succeed in agreeing to some standard; and that the standard agreed to will be that used by certain publications of large circulation which are nearly always on the list of anything approaching a national advertising campaign.

The magazines also ought to get into line, especially those which have departed from the so-called standard size and whose pages are set up in there or more columns. Plate advertisements appearing in less than full-page space in such magazines, when the plates used have been made with reference to the limitations of the narrowest column on the newspaper list, appear to very poor advantage.

As the publication that champions the interest of the general advertiser, ECONOMIC ADVERISING earnestly calls upon the publishers of Canada to get together on this standard column proposition. By so doing they will not only remove a palpable injustice to many of their most consistent advertisers, but will at the same time considerably improve the appearance of their publications.

MAY YOUR AFFECTIONS AND FRIENDSHIPS GROW EVER MORE STEADFAST AND TENDER WITH THE ADDED YEARS.

MAY THE TRIALS AND DIFFICULTIES OF LIFE NEITHER WEAKEN YOUR ENTHUSIASMS NOR LESSEN YOUR FAITH, BUT SERVE RATHER TO ENDOW YOU WITH QUICKENED SYMPATHIES AND A MORE GENEROUS AND UNSELFISH DESIRE TO SERVE.

SO SHALL THE FLAVOR OF YOUTH AND THE TRUE SPIRIT OF THE HOLIDAY SEASON ABIDE WITH YOU ALWAYS.

THE TORONTO DAILY NEWS

DECEMBER ,1916

PUTTING ACROSS THE ADVERTISING STORY

Remarkable Educational Campaign Successfully Worked Out in Cities in the West by the Dunlop Tire and Rubber Co. Limited, Toronto, on the Basis of Personal Interviews with the Heads of Local Newspapers

AUSTIN A. BRIGGS, advertising manager of the Dunlop Tire and Rubber Goods Co., Limited, Toronto, has just returned from a two months' tour of Alaska and Western Canada. As a result, practically the entire West holds a particularly propitious opinion of the makers of Dunlop tires, belting, hose, heels and rubber specialties. The position of the company with Western dealers is doubly secure and solid. And, incidentally, the newspapers of the West are considerably richer.

It was the idea of Mr. Briggs that as it is impossible to bring every customer into the factory, the next best thing is to take the story of the factory in person out to the customer. Mr. Briggs holds no claim as to the originality of the idea, but he is certainly to be congratulated on the novel and interesting way in which it was carried out.

AUSTIN A. BRIGGS
Advertising Manager of the Dunlop Tire and Rubber Goods Co. Limited, Toronto

SCHEME BASED ON INTERVIEWS

For the first time in the history of Canadian advertising, or as far as we know, of continental advertising, has an advertising manager in person given interviews to newspapers on the basis of an advertising order. Interviews, which, of course, were published by the newspapers, and space charged against the Dunlop Company.

As Mr. Briggs arrived at each stopping point on his tour of the West, he would be interviewed by the advertising manager of the local papers on such subjects of local interest as his impressions of the crop outlook, future of the West, local building improvements, the East's appreciation of the

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE

Acton Publishing Co., Limited

JAMES ACTON, President

Corner Queen and Gwynne Avenue
TORONTO

TELEPHONE
PARKDALE 4171

MONTREAL OFFICE
13 CORISTINE BLDG.

West, and so on; all of which was expressed in an ultra optimistic strain. In other words, for at least one day, Mr. Briggs became a living factor in the welfare of "the town."

Naturally, the community would argue, one so interesting on matters of local concern, would be well worth knowing better, and would in all proabbility be as entertaining on other matters, even to that of his own business and affairs.

Such was the "lead" that Mr. Briggs had aimed at and striven for, and which afforded him such an unexcelled opportunity to develop the story of his company.

Dunlop facts were practically the same for each newspaper, but the material was introduced in variously different ways, and always followed paragraphs of distinctly local flavor, the same as any natural interview would do. The development and arrangement of the introductory paragraphs were left to the local reporters and editors.

The interview when developed and published occupied from four to five columns of matter, and appeared in every daily newspaper in Western Canada.

ALASKAN TRIP TO JUSTIFY INTERVIEW

It was not to be expected that the people of the West would be so easy as to read interviews of any Tom, Dick or Harry that happened to be passing through the town. It was necessary for Mr. Briggs to become a distinguished character in the eyes of these Westerners so as to make his interview justifiable. Hence his trip to Alaska as a preliminary of his tour of the West, for the means of creating a talking point on which to base his interviews.

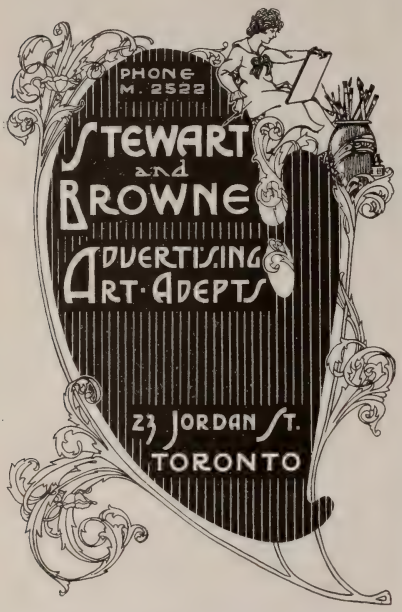
Mr. Briggs trip covered a period of two months. One outstanding feature in connection with it was the certainty of its being free from any of the wiles of the press agent. Mr. Briggs dealt with the advertising or business manager in each and every case.

The wisdom of the idea, and the success with which it was met, may be measured by the fact that not a single dealer had failed to see and read the interview in his city papers.

The Dunlop people have unmistakably formed the habit of intelligent and effective advertising, and it was brought out in the interviews that they have spent a million in advertising during the twenty-two years of their existence, the bulk of which has gone into the newspapers.

LOYAL IN WAR CRISIS

The Dunlop people were the first company to run an ad in Canadian newspapers clearly defining the duty of Canadian consumers and manufacturers, following the declaration of war by the big powers. They were also the first to tie up a statement in the press to the avowed intention of the minister of finance to tax Canadian business. This statement, of course, showed Canadians the advisability of buying at home, if for no other reason than to make



"'Tis a privilege to live in Windsor."

The
Evening Record
(Windsor, Ont.)

Believes no paper in Canada excels it in circulation, size of city of publication considered.

9569

Was the paid daily average for November.

It believes it prints more advertisements than any paper in Canada published in a city of 25,000.

NATIONAL ADVERTISER PLEASE NOTE

Ask Any Advertiser

Ask any of the successful advertisers in the Catholic Record just what value the devotion of its readers is worth when brought to bear on the products found in the advertising columns.

The
Catholic Record

SWORN CIRCULATION

29,500

Circulating among the Catholic Clergy, Schools, Colleges, Seminaries, and the best Catholic people, brings to bear on your product the confidence of a large buying clientele. No plan is complete without the Catholic Record.

Ask any agency for rates or write

484-486 Richmond Street
LONDON - ONTARIO

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

the war tax as big as possible to enable the Canadian government to prosecute the war.

MYSTERY CAMPAIGN

Of what might be called mysterious newspaper advertising, the "Whose Car is This?" series run by the Dunlop Company in 1915, was a notable example. Photographs were taken of various cars, and underneath this wording was run: "Whose car is this? Seen at such-and-such a street at..... time. Send information to Box ....." Both the owners and the general newspaper reader thought the ads were run by the detective department, but in the end it was all made clear. While the cars might be different in many ways they were all alike in one respect —Dunlop tire equipment on all.

POWERS OF PUBLICITY

As a striking proof of the power of publicity, the Dunlop Company some time ago were in receipt of a telegram from El Paso, Texas, which was signed by the Western Motor Supply Company, and read as follows: "Ship by freight one roll each No. 1 and 2 chain. Rush." The telegram was addressed to the Standard Traction Company of Detroit, but the telegraph authorities were unable to locate these people, so it came to the Dunlop Company with "Try-Dunlop Traction Tread Company, care Dunlop Tire and Rubber Goods Company, Limited, Toronto, Ont."

The sending of this telegram on to the Dunlop Company was simply due to the fact that the authorities in Detriot must have seen the newspaper advertising on Dunlop Traction Tread, and must have thought that possibly the telegram was meant for the Dunlop Company. Along the same line the Dunlop Company received a letter from the post office at Toronto in which Dunlop Traction appeared as part of the Company's inscription.

NEW YORK AGENCY FILES DUNLOP ADS

Some little time ago word came from New York which would indicate that a remarkable compliment had been paid to the Dunlop Company. A large agency, which keeps a portfolio of the world's best advertising matter, gathered together from every part of the map, included in that portfolio the Dunlop "Famous Picture" series, which appeared in Canadian newspapers September, 1915. The "Famous Pictures" were the first ads of the type ever run in America or any other part of the world, so far as can be traced, and that is probably the reason why the agency in question selected the series for their portfolio, as their big endeavor is to get new treatment on any subject, or, in other words, originality all along the line.

Those who have followed the advertising efforts of the Dunlop Company, Limited, from its first year to the present, will concede the campaign of interviews to be the most novel and resultful of their somewhat enviable record of unusual campaigns.

KITCHENER

(Formerly Berlin)

is the shopping centre of the constituency of North Waterloo, with a population of 33,619 (1911 census), one of the most densely populated rural constituencies in Canada.

The News Record

With a net daily circulation of of 3,740 (A.B.C. report) is the leading newspaper of the county. Experienced advertisers use the News Record in ever increasing volume.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

THE most helpful resolution you can make for the New Year is to send through your dollar for a year's subscription to Economic Advertising, and the best of it is you needn't wait until January One to put the resolution into action.

ECONOMIC ADVERTISING,

Mail Building, Toronto.

THE WORK OF LORNE K. SMITH

First of a Series of Biographical Sketches of Canadian Commercial Artists

MENTION commercial art to Lorne K. Smith and you open up a mine of ideas and information on this important phase of advertising. Mr. Smith is full of his subject. It has been his absorbing interest almost as long as he can remember.

As early as he was able to wield a pencil, young Smith nursed his ambition "to draw." It is a big step from childhood's conception of a man, or a horse, for instance, to the beautiful compositions that come from Mr. Smith's pen and brush, yet each step on that line and tedious road is marked with the enthusiasm of effort characteristic of the artist-born.

EARLY TRAINING IN BOSTON

It was at the age of 16 that Mr. Smith migrated from his home town of Niagara Falls, Ont., to Boston, to take up the study and practice of Commercial Art in real earnest. Eight years with the Forbes Lith. Co., in that city, where art finds its true appreciation, gave him a training and reputation possessed only by the few.

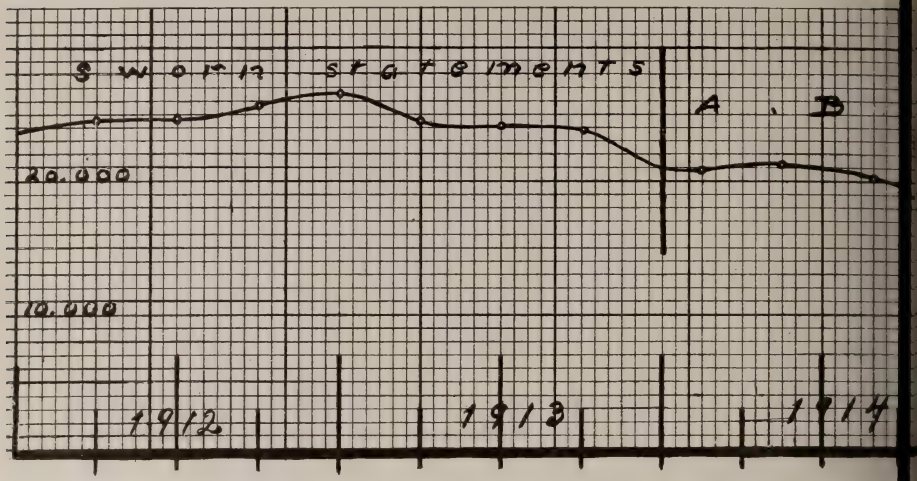
His training here was supplemented by the study of general art with Scott Clifton Carbee, noted portrait painter of United States. But the desire to gravitate back to the land of his first love brought him to Toronto, where he has been practically ever since, with Grip Limited.

LORNE K. SMITH

As Mr. Smith views the situation, perhaps the biggest thing that the Canadian commercial artist has to contend with, is the peculiar attitude of Canadian advertisers toward the work of Canadian artists. For unaccountable reasons, the impression seems to be prevalent that good art work cannot be procured in Canada, and that the Canadian buyer of art work must draw upon American sources for work suitable to his tastes and purposes.

Occasionally, the Canadian advertiser will permit his imagination to run even farther than that and allow himself to believe that any piece of art work that comes from the United States, or is produced in the States, must be good.

But every American artist is not a Leyendecker, nor could the



BIGGER EDITORIAL VALUE

The high standing of "Courier" contributors is recognized nationally. Their continued improvement has not been unappreciated. And now the addition of four extra pages a week is telling in circulation increase. Could other than such generous improvement call forth the expressions of keen satisfaction we are daily receiving from "Courier" readers? or, incidentally, be a safer guide in determining "reader interest"?

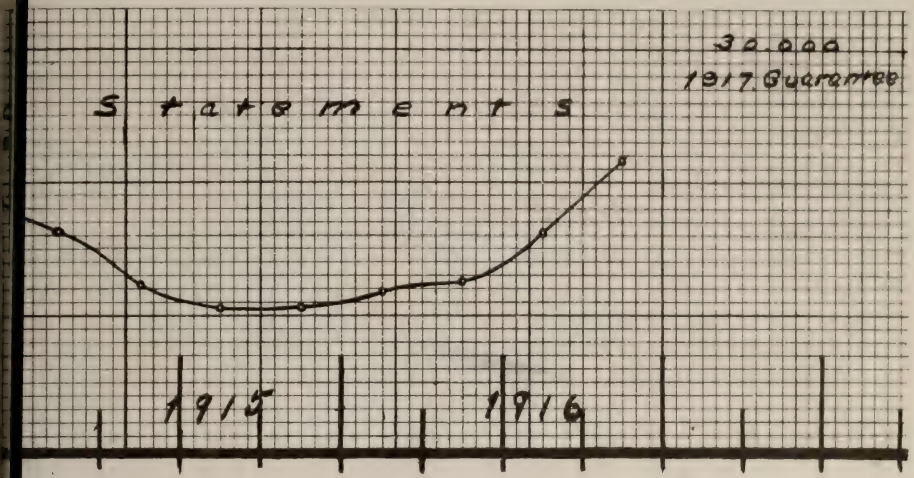
Up, Up, Up Goes

Thousand-a-Week Incr
and Circulation P

LET the upward swing of th
soundness of "Courier" g
Editorial and Subscriptio
response from the Canadian pub
to double that to-day—the co
months—facts such as these pr
guarantee. And remember, th
by almost a year, to join the
"Courier" year for SOUND
for the new rates.

CANADI
181 SIMCOE

Thirty Thousand is the A



ourier" Circulation

**ustifies Broad Editorial
Recently Adopted**

raph" above prove to you the
n. Persistent better value from
ndpoints is meeting its natural
The rise from 12,000 a year ago
nt increase for the past five
ne conservativeness of our 1917
ourier" was the first magazine,
.C. Nineteen-seventeen is the
UE in advertising. Write now

COURIER
ET, TORONTO

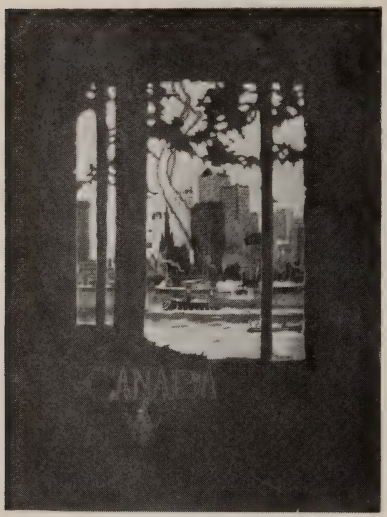
READERS ENDORSE
—— 5c. PRICE ——

To ensure advertisers a weekly of dominant national distribution, foreign competition has necessitated a subscription drop to par. The immediate effect it has had on circulation will justify the drop in the minds of advertisers. Bigger editorial value and a buyable subscription price mean more and better satisfied readers. Proof appears in the "graph." What's the answer?

rage Guaranteed for 1917

Excellent Poster Effect for Dealer Displays

appropriations of Canadian advertisers warrant the expense necessary to obtain the services of men of such rare ability. As a matter of fact, if a census was taken of Canadian talent it would be found that Canadian commercial artists compare favorably with the average American artist, and the work of many approaches that of the best on the other side.



Hard to imagine a more original treatment than this piece of cut-out color work

It is nothing short of humorous to what an extent this will influence the judgment and decision of Canadian advertisers. One instance will suffice to explain the situation.

A certain well-known Ontario manufacturer required a cover design "just like this from New York." Several ideas were submitted to suit the requirements and although they were apparently satisfactory, the feeling that they had been done in Canada would not allow the manufacturer to accept them. He requested that the design be developed by an American artist.

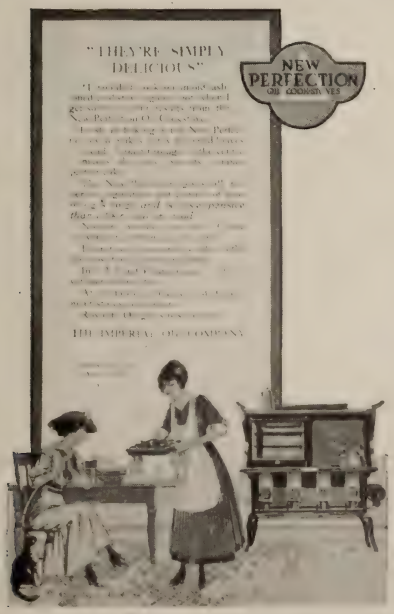
Owing to the delay and difficulties involved in sending designs across the border and back, the services of an American artist (at present in the locality) were secured, and designs submitted. The manufacturer was delighted with them at once. But somehow or

other to satisfy himself that they were *bona fide* American productions, he made the enquiry. The fact that they were not produced on American soil prevented them from receiving the O.K.

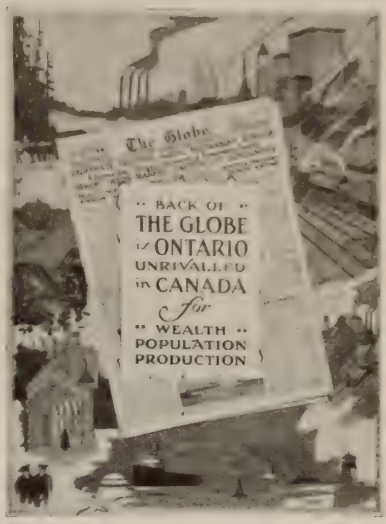
Happily the situation is improving, and the continued good work of Canadian artists is gradually developing for them a reputation among Canadian advertisers equal to the position held by American work.

BLACK AND WHITE BEST TREATMENT

Ask Mr. Smith what he considers the best treatment for general publicity and he will unhesitatingly tell you "solid, or nothing," which is the favorite art-room vernacular for a dab of black against a spot of white. Fine lines omitted entirely.



Naturalness is his forte



An unusually well-handled piece of color composition

The use of newsprint paper is so unalterably welded into a Canadian advertising campaign that an advertiser is seldom justified in using fine line illustrations. There are only a few of the larger papers that are able to handle them with any degree of satisfaction, and when they do appear in good shape it is almost a miracle.

For this reason the black and white treatment will always hold greatest favor with Canadian advertisers. Easy to engrave, easy to print well, and it affords a means of obtaining striking and forceful effects. Some of the best ads appearing in the papers today are treated in this simple, direct style.

Probably his predilections as to black and white for general pur-

poses is an explanation of Mr. Smith's unassailable preference for what is called German poster work —a treatment that expresses its subject in strong, flat washes of violently contrasted color. It is a happy day for Mr. Smith when such a piece of work is assigned to him, and his gratefulness is unmistakably expressed in the excellent

Mr. Smith's art is not confined to any particular class of subject or style of treatment

effects he produces in this treatment.

Mr. Smith even goes so far in his enthusiasm for this style of illustration as to pred ct that most subjects, whether for color or wash, will sooner or later be produced in this treatment.

Aside from any preferences as to style of rendering a subject, it is imperative in this country that the commercial artist be a specialist in every manner of treatment. The use of commercial art has yet to extend considerably before specialists in any one line of work could be utilized to any continued extent by Canadian buyers of commercial art.

BUYER SHOULD TAKE THE ARTIST INTO HIS CONFIDENCE MORE

Summing up, perhaps the greatest improvement that will come and must come in advertising art work is more co-operation between buyer and artist. The buyer could assist materially in the production of better commercial art by taking the artist more into his confidence. What the buyer has in mind and the impressions his instructions may leave in the mind of the artist may result in totally different effects. Remember art work costs money, and a little leeway given the artist may frequently produce illustrations more effective than was thought possible.

The salesman who doesn't believe in advertising is like a railway conductor who is jealous of the engineer.

Even the man "with a hut in the woods" needs a few signposts.

Good advertising copy is hewn out of the solid rock of fact.

The best proof of advertising success is increased business.

The right angle on your market means the straight line to sales.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

IS an advertiser justified in restricting the appeal of his copy almost entirely to present developed markets for his particular class of goods?

Take the Pompeian Olive Oil advertisement. Considered separately, and as a single piece of advertising copy, it is unmistakably an attractive, readable and well written advertisement. Taking it as representative of a campaign to influence a market, its appeal is certainly limited in scope.

The appeal of the Pompeian advertisement assumes that the Canadian market is fully developed for olive oil sales, and that olive

POMPEIAN
OLIVE OIL
Always Fresh!
The First Pressing of Olives Served Fresh to You!
Freshness—there's the secret of Pompeian success in dominating the market for olive oil. True, Pompeian is a better oil in the first place—the first pressing of selected olives—but the big point is that you cannot buy other than Fresh Pompeian. Stored in air-tight, glass-lined tanks, filtered through 600 thicknesses of filtering material, filled by machinery into air-tight, light-proof tins, and only sold to dealers in small quantities to keep stock always fresh. You appreciate the great difference.
BOOKLET FREE
We will gladly send you a booklet of recipes upon request. Ask your dealer for Pompeian Olive Oil and for Pompeian Salad Dressing.
ALLEN DE FORD
Distributor
27 Front St. East
Toronto

Too Confined in Appeal

oil users are only waiting information that will assist them in deciding which particular brand of olive oil they should adopt as their favorite.

As a matter of fact, the Canadian market for olive oil sales is very limited, not altogether because of the more or less general impression of its distastefulness, but principally because of the fact that heretofore distributors of this product have never taken the pains to alter this impression and show housewives what a desirable addition it would be to table fare, and what an improvement it could make in variety and flavor of table dishes.

The distributor of Pompeian has, no doubt, stocked dealers with a supply of Pompeian Olive Oil. In all probability they were already carrying a small stock of other olive oils. The appeal of the Pompeian campaign, therefore, seems to be not to increase olive oil sales, but to switch former sales of olive oil to Pompeian.

This may be to some extent, very good for the Pompeian distributor, but not so for Pompeian dealers. To develop new sales and bring markets is not only the duty of the competitive distributor, but a fundamental purpose of competitive advertising.

* * *

So much convincing argument has been presented in favor of Purity Flour that the recent Christmas advertisement is somewhat disappointing. Here is almost 400 lines of space expended to suggest to the housewife facts she is already well aware of. Of

PURITY FLOUR
Christmas
—with its merry-making and feasting—its gifts and blazing Yule Log will soon be here. Prepare a bountiful feast of good things and add to the Christmas
Cheer.
WESTERN CANADA FLOUR MILLS COMPANY
Purity
PURITY FLOUR

Isn't the Space and Occasion Worth a Good Argument?

course, the advertisement does contain the hidden and indefinite suggestion to use Purity Flour, but this excellent opportunity to present convincing reasons why Purity Flour should be used, particularly at this time, seems to have been wholly overlooked.

* * *

The critic feels it an excusable reflection that "The final wonder of the phonograph" may perhaps be the heralder of the final wonder of advertising.

The phonograph has been brought to an almost unthought of state of development. So advertisements tell us. It also seems to the critic of late that a new phonograph is being born every moon. Hence the necessity of real thought and sound reasoning in the development of phonograph advertising.

As a result the public is learning that the advertising columns are often intensely human, that even a lengthy advertisement can be of absorbing interest, that the reading of advertisements may soon become as much a personal duty as reading the day's news.

Not a little of the recent phonograph advertising is helping advertising almost as much as it is helping the sale of phonographs.

* * *

It is probably a misfortune that the critic was not born a farmer's son so that he might better appreciate and understand some of

THE FINAL WONDER of the PHONOGRAPH
A Story of Progress
AEOLIAN VOCALION
Branches at Hamilton London Windsor
NORDHEIMER PIANO & MUSIC COMPANY LIMITED
Canadian Distributors for the Aeolian-Vocalion

Epoch-Making Copy

QUICK AND EASY STABLE CLEANING
"Got your chores done, I see, John."
"Yes, chores are a simple matter now, with the BT Manure Carrier to help me. Have you finished yours, neighbor?"
"No. And somehow I hate them. Toiling in the mud with the wheelbarrow is a job for a slave. Labor is scarce, I can't have a man to do it."
"I'd advise you to put in a BT Manure Carrier before winter sets in. Come over now and I'll show you how she works. When you go home you write Beatty Bros. for their book about the BT They'll send it free."
Manure Carrier Book
Talk you how to clean your stable in a few minutes. Talk how the slow old wheelbarrow and the stone-boat have become a thing of the past on many thousand Canadian Farms. Talk how to get the work done in spite of the scarcity of help.
The BT Manure Carrier is work more to you than a hired man. You can clean the stable quicker than four men could do it, if you will let the BT Carrier help you.
The BT runs on a level overhead track from the gutter to the pit. All the weight comes on the track and you have no heavy lifting. You can push the Carrier out many feet from the barn and dump the load, no matter what state the yard is in. It runs right over the snow and mud. No paths to dig in winter time. No driveway planks to lay in spring.
Clean handwheel to push with. Your hands never touch the manure.
This handle is used to raise the carrier. 14 pounds pressure on the hand-wheel will lift 500 pounds in the bucket. You don't have to overdrive the bucket driven. Let go the handle and the carrier will drop to the floor by its own weight.
The book tells all about it. Contains 48 pages and many full page photos. We'll send it free for the coupon.
Beatty Bros., Limited
V 257 Hill St., Fergus, Ont.
Beatty Bros. Limited
V 257 Hill St., Fergus, Ont.
Send me your free illustrated book about the BT Manure Carrier.
How many cows have you?
When are you thinking of putting in your BT Manure Carrier?
Your Name
P.O.

Amateurish

the farm advertising at present appearing in the farm papers.

If such were the case his opinion of the B T advertisement might be quite different. For there are a number of things in connection with their recent Manure Carrier advertisement that appear quite illogical and unnecessary to his "uneducated" mind.

The critic always possessed a weakness for reading conversational advertisements whether they appeared in farm papers, metropolitan dailies, or other media. It has always been his experience that such of these as developed their point and argument with the least possible amount of conversation and waste of time were usually the most influential with him.

Then again, in the ad under discussion, friend neighbor admits that he hates stable chores, that they use up a lot of time and that he can't get help. Yet we find him on this bright, workable morning, letting the work and chores go to pot, knocking off a forenoon to run over to the other fellow's barnyard to chat away the hours.

It would seem more logical that if time-killing visits had to be made they had better be left to the farmer fortunate enough to possess a B T Manure Carrier.

On the whole the advertisement is rather amateurish, and this aspect of it is even more emphasized by the poor spacing of the type matter.

* * *

Don't let any manufacturer say, after reading the Woodbury's Soap advertisement, that his business is different or that his product is too prosaic to be advertised in a

Almost irrisistable

sufficiently interesting and unusual way to make it successful.

MURAD
CIGARETTES
TO-DAY—
at this very hour—more smokers are trying Murads for the first time than all other high-grade cigarettes combined.
Almost 100 per cent of these new Murad smokers continue Murad smokers.
What is happening to-day has happened every day since Murads were first introduced.
What is responsible for this?
Not advertising—Quality!
And the endorsement of Murads by one smoker to another, from coast to coast.
Anargyros
Everywhere—Why?

Argues Against Itself

Eliminate from your mind all the soap advertising you have ever seen. Eliminate for the time being the dainty wrappings and boxings in which some soaps are packed (which, by the way, is just another form of advertising). Eliminate everything but the bare cake of soap, and you have a product, which in itself and its advertising possibilities, appears no more attractive and appealing than the average advertised article.

But the Andrew Jergen's Company, like most successful advertisers, consider in their advertising, not merely the article itself, but the effect of its use. The successful automobile manufacturer does not advertise a piece of machinery, but its use, comfort and jaunts in the open. The successful clothier does not advertise bodily coverings, but largely an aid to self-respect.

Advertising is going to become more successful in proportion to the manner in which advertisers utilize this principle of appeal.

* * *

Ask any follower of advertising what is the most striking advertisement at present appearing in the press and he will unhesitatingly tell you "The Big Murad." Whether it was a piece of good fortune or careful planning by which the spot light and box of cigarettes were placed in the position that advertising psychologists call the point of vision, need not be discussed. It is sufficient that the eye cannot pass over the page on which this advertisement

appears without being forcibly drawn to this particular point.

The copy starts off with such unusual argument as to cause the most sceptical smoker to beware, lest, reading further, he should be persuaded against himself to change his favorite brand of cigarettes for Murad's. But the copy ends as poorly as it starts off well. It would appear entirely inconsistent to the average man for the advertiser to take particular pains to impress upon him that *quality* and not *advertising* was responsible for the remarkable popularity of Murad's, and then, almost in the same breath, to say that *man-to-man endorsement* of Murad's was equally as important in developing public opinion as the *quality* of Murad's.

Of course, after consideration of this point one must not be expected to note or recall the 780-line Murad advertisements that are appearing on every hand, one of which contains this very unusual statement.

If Anargyros meant that he put his surplus profits back into the *quality* of Murad's rather than spend it on *advertising* that would be different. Then why not say so, for the public is still extending its confidence and trade to the truthful advertiser.

LACK OF PUNCH IN MUNITION ADVERTISING

IT is seldom that the public is offered comment on current advertising and less frequently that advertisers hear other than professional advertising comment and criticism. The following timely and commendable criticism of the current Munition Advertising Campaign, which appeared in a recent issue of *Canadian Courier*, is therefore doubly interesting.

"Over the signature of Mr. Mark Irish, who has to do with the labor-finding side of the Imperial Munitions Board at Ottawa, we have been reading a number of striking advertisements. They consist—as most good advertisements should consist—of a few words set in a generous panel of white paper. These call attention briefly to the importance of munitions, and to the honor which attaches to the making of them. The words are well chosen and skilfully used. The selection of type could not be better. The copy itself is a model of clearness, brevity and obvious meaning. The only point on which one could possibly criticize these skilfully constructed 'ads' is an occasional lack of 'punch' and original novelty in the wording. In most essential respects this campaign of advertising resembles the famous newspaper campaign for recruits put on two years ago in England. The only point of dissimilarity is in the casual lack of this one quality. The name 'Mark Irish' is habitually associated with driving power. It is therefore the more remarkable that the last ounce of 'punch' seems to have been left out of some of these otherwise tiptop advertisements."

OTTAWA PAPERS AMALGAMATE

Novel Plan to Afford Advertisers Twenty-Four Hour Advertising Service

THE most interesting happening among Canadian newspapers for many a day is the announced amalgamation of the Ottawa *Evening Journal* and the Ottawa *Free Press*, and the publication of a new morning paper from the *Journal* office, to be known as the Ottawa *Journal-Press*.

The project is an effort to meet increased production costs as well as to create a more satisfactory situation in Ottawa from the standpoint of the reader and the advertiser.

Grave perplexity has been aroused in the minds of some advertisers by the existence of three good evening papers in Ottawa, one of them with a morning edition. To cover all the field it has been necessary to use all three papers, recognized by the publishers themselves as an expensive proposition in view of constantly increasing advertising rates.

A complete advertising campaign will be guaranteed now in the Ottawa territory at less expense, and, needless to say, the bulk rate for the *Evening Journal* and the *Morning Journal-Press* will be considerably less than the aggregate of the two rates formerly maintained.

Both the *Evening Journal* and the *Free Press* have been profitable institutions even during the more intense conditions of war time. Each has enjoyed a large advertising patronage. Both are members of the A.B.C.

The plant of the *Free Press*, which is one of the most modern of its size in Canada, will be absorbed largely in the *Journal* plant.

In a political way, the new morning paper will clear the air in the Canadian Capital. In the days of the late Liberal Government, when the Ottawa *Morning Citizen* was a Conservative paper, the publishers of the *Free Press* were urged frequently to start a Liberal morning paper. It is known that the present government has wished for a morning paper friendly to them, the *Citizen* having assumed an attitude of radicalism and criticism of the government's war policy.

At the same time, the Ottawa *Free Press* has been giving a general support to the government since 1914, its announced attitude at that time being to assist in winning the war, regardless of the fortunes of political leaders of parties.

It is natural, then, that the advent of the *Morning Journal-Press* should be welcomed by those in high circles, its political policy having been announced by Mr. P. D. Ross, in a signed statement in the *Evening Journal*, in the following words:

"The *Evening Journal* has been an earnest supporter of the present Dominion Government. It is the *Journal's* conviction that the pre-

sent principles and leaders of the Conservative party deserve public confidence; and above all that in this time of war, patriotic Canadians should wish to strengthen the existing government's hands to the utmost. The policy of the *Morning Journal-Press* will be in accord with this conviction.

The staff of the *Evening Journal* remains unchanged, while the pick of the *Free Press* staff will become engaged with the new combination.

Associated with Mr. P. D. Ross, president and editor of the *Evening Journal*, will be Mr. Norman Smith, president and editor of the *Free Press*. Mr. Wm. Findlay, vice-president and manager of the *Free Press*, has arranged to dispose of his interests in that paper and will join the *Journal* publishers temporarily to supervise the business organization of the morning and evening edition. Mr. J. S. Crate will remain as managing editor of the *Evening Journal*, while Mr. Ross Munro, managing editor of the *Free Press*, will assume the same capacity with the *Morning Journal-Press*.

The Toronto office of the *Journal* with Mr. J. B. Rathbone as manager, will be continued as heretofore, while Mr. Bruce Owen will continue as representative in Montreal and district.

The first issue of the *Morning Journal-Press* will be published on January 1st, It will be a two-cent paper, with full A. P. Service as well as its own leased wire.

TO OUST LIQUOR ADS

Quite a number of the big dailies of Ontario have taken the lead to oust liquor advertising from the press, the movement, no doubt, being a result of adverse public opinion, and numerous demonstrations recently made against this class of advertising. The opinion seems to be growing among the public that the appearance of such advertising in the press severely mitigates the Provincial Government's enforcement of the recent prohibitionary measure.

Almost simultaneously three Toronto dailies, the *Mail*, *World* and *News*, announced their decision to refuse further publication of liquor advertising. Directly upon these declarations comes the announcement from Ottawa that the *Journal-Press*, the new paper to be issued the first of the year, will also exclude this class of advertising from its columns. Consequently there will now be no English daily in Ottawa in which space can be obtained for the purpose of promoting the sale of liquor.

"Good copy" isn't good unless it's in the right medium.

Every advertiser can be his own auditor, at least as to the editorial quality of his mediums.

Don't spend money for advertising unless you are prepared to spend some for follow-up.

Don't forget that buyers are looking as hard for places to buy as sellers for opportunities to sell.

PLAN TO KEEP LOCAL TRADE AT HOME

Frank Fehlman, Vice-President, Sales Manager and Advertising Manager of Gossard Corset Company, Presents Interesting Plan for Morning Newspapers Before Meeting of New York Newspapermen

FRANK FEHLMAN, vice-president, sales manager and advertising manager of Gossard Corset Company, recently made a most interesting and valuable talk to the members of the Six-Point League, New York at a noon-day lunch.

Mr. Fehlman told the newspaper men how he came to be in charge of the advertising for the Gossard Corset, and how he studied his problem to get into proper selling relations with dealers in his line.

He spent three months traveling about the country with the company's advertising agent, calling upon newspaper publishers, dealers and fashion authorities generally.

He spoke about the habit women have of migrating from their home town to the nearest large town or city to do their trading, and he said the reason for this is that the merchants in the home town do not take pains to so isolate their stores as to attract the favorable attention of the women. He said that as a rule the home stores had as good goods and usually the identical goods as the women found in the metropolitan stores, but that the local merchants did not take pains to impress that fact upon the women.

Briefly, the suggestion made by Mr. Fehlman consisted of a plan which he advised the newspapers to adopt for the purpose of attracting the attention and interest of women in towns and cities to their own stores.

He said that the morning papers should employ a woman, fully informed and capable of visiting the stores and appraising goods that women buy. This visiting expert should take from these stores articles of clothing, such as she would know would interest women, and the newspapers should have pictures made of the articles to be used in their columns on certain days, and given a specified location.

The net result of this plan, as Mr. Fehlman worked it out, would be that the morning papers would segregate this informative matter gathered by these expert women, together with the pictures of the articles, and all other matter of strictly feminine interest, on certain pages. Then, when the man of the house departed for his business, taking the morning paper with him, the lady of the house could have removed those pages which interested her and have them at hand to study during the day, without injury to those sections of the papers which are interesting to the man.

This theme Mr. Fehlman worked out in an interesting and quite detailed manner, and he impressed upon his hearers his conviction that such a policy would result in the local stores retaining a large proportion of the trade of women which now goes to larger places. In working this theme out, Mr. Fehlman told of methods employed by his house to attract women to the Gossard Corset and to help dealers in their selling plans.

Mr. Fehlman's remarks were supplemented briefly by Jason Rogers, of the New York *Globe*, who told of his experience in helping the Gossard Company to break into special territory with its business. He also spoke of the disposition among newspaper publishers to work out policies somewhat along the lines advocated by Mr. Fehlman.

The speaker was introduced by Mr. Don A. Carroll, Eastern U.S. representative of Montreal *Star*, who took occasion to speak of the work of the Six-Point League and progress made by the newspaper publishers, as well as to give the members an outline of Mr. Fehlman's business career.

Last year's birds' nests and last year's catalogs don't make good material for this year's copy.

Results, not rates, are the real measure of advertising value.

You may have a corner on the good ideas—but the chances are against it.

RAILS THE DEFENDERS OF FRAUDULENT (?) ADS

S. ROWLAND HALL, advertising manager of Lehigh Portland Cement Co., rings out a warm one on those who, of late, have been persistently attacking the New York *Tribune's* "Truth in Advertising" campaign. What he says of the conditions across the border holds equally well right here in Canada.

"What we need," says Mr. Hall, "is not to have *The Tribune* shut off its criticisms, but to find a hundred more influential newspapers with the nerve to look at advertising with a critical eye and guarantee readers a square deal.

"Conditions have greatly improved, but any one who looks over hundreds of publications can find plenty of examples of fraudulent and near-fraudulent advertising.

"We not only want more publishers with the courage to stand for a square deal for the readers; we want more advertisers to say to publishers, 'Choose whom ye will serve. You can't run my advertising along with confidence-wrecking stuff.' Let the squirmers squirm and say that it is 'blacklisting,' 'boycotting' and a few other dreadful things. We know that in the inside offices conferences are being held and more and more unworthy advertising is being swept out into the alleys.

"Maybe those of us who are living today will see the time when there will be little or no occasion to criticise advertisers and publishers for the copy they put before the public. But that time is not yet.',

MEN AND MEDIA

NORMAN A. RUSE was recently appointed advertising manager of Regina *Leader*. Mr. Ruse has been with the advertising department of the *Leader* for the past twelve months, and prior to that time was Publicity Commissioner for the city of Regina. He has also had considerable newspaper experience.

* * *

R. Bruce Owen, who recently opened a special representative's Agency in the Canada Life Building, Montreal, has since added to his strong list of publications, Toronto *News*.

* * *

Canadian Machinery, Toronto, one of the MacLean group of technical papers, recently issued a note-worthy piece of advertising literature in the form of a booklet entitled, "Selling your Product to the Metal Working and Machinery Industries of Canada." It comprises a most complete and convincing thesis not only in regard to its own publication, but technical papers in general

An addressing tip-on attached to the corner was quite a novel feature of the booklet and will go a long way toward insuring that the booklet would be read by the most important personages in the offices to which it was sent. This tip-on very diplomatically requested the first person receiving the book to address it for inter office distribution, to the advertising manager, president and general manager, and sales manager.

This is a feature that might well be followed by other advertisers to lessen the waste of advertising material.

* * *

G. M. Muller, for two years in charge of the Gagnier Advertising Service in Montreal, recently resigned to assume the managership of Canadian Advertising Agency Limited, Montreal.

* * *

An added gleam and brightness noticed of late in the beaming countenance of Duncan B. Gillies, advertising manager of *MacLean's Magazine*, may be explained by the fact that he recently joined the ranks of the benedicts.

* * *

J. J. Gallagher, formerly vice-president and general manager of Acton Publishing Co., Limited, Toronto, recently joined the Montreal staff of Advertising Service Company.

* * *

Arthur Bischoff, circulation manager of London *Free Press* for the past five years, recently resigned to accept a similar position in Detroit.

* * *

Harold W. Thompson was recently appointed Western manager of the Industrial and Technical Press. Mr. Thompson was formerly with Hugh C. McLean, Limited, Toronto.

* * *

Dominion Newspaper Syndicate, Montreal, and National Electrotype Co., Limited, of Toronto, an

amalgamation, have recently adopted the joint title of Rapid Electrotype Company of Canada, both retaining their former locations.

* * *

Winnipeg *Free Press* and *Prairie Farmer* was recently added to the membership of A.B.C. The following are a few other applications for membership: Stratford *Beacon*, Quebec *Le Soleil*, Guelph *Mercury*, Toronto *News*, Winnipeg *Motor and Sport*.

* * *

Our thanks to W. H. Dennis, of Halifax *Herald*, for the delightful 1917 calendar he has favored us with. It is one of the most beautiful calendar conceptions we have seen for many a year. Presumably it is the work of the *Herald* staff, with the exception of the hand-colored photograph of Purcelles Cove, Halifax, which is tipped onto a hand-made paper mount.

* * *

If this is the season for bouquets, an extra large one is certainly due G. K. Martin, business manager of Kingston *Standard*, for the bountiful Christmas number of the *Standard*, celebrating their 107th year.

Bountiful in editorial material, illustrations and amount of advertising, the edition carrying over 206 columns, including announcements from every industry in Kingston.

* * *

Le Combat is the name of a new Sunday paper which appeared recently in Montreal.

The arm of the daily section of Canadian Press Association has recently been strengthened by the addition of six new members, as follows: Sherbrooke *La Tribune*, Guelph *Herald*, Kitchener *Telegraph*, Chatham *Planet*, Nanaimo, B.C. *Herald*, Halifax *Acadian Recorder*.

* * *

The Niagara Falls, Ont., *Evening Review*, recently raised its subscription price to 2 cents a copy.

* * *

It must have joyed the hearts of Hamilton retailers when the big 44-page Christmas number of Hamilton *Daily Times* appeared. An issue so full of sales-increasing articles, so plentifully imbued with the Christmas gift-giving spirit, must have exercised a very beneficial effect on local business.

We take this occasion to congratulate the publishers on their achievement.

* * *

George Simpson was recently appointed advertising manager of *The Furniture Journal*, one of the Acton group of publications. Mr. Simpson was formerly advertising manager of *The Shoe and Leather Journal* and, later, was with Legg Bros., engravers.

* * *

C. H. Ralph, formerly with the Acton Publishing Co., Limited, and Hugh C. MacLean Publishing Co., Toronto, is now on the advertising staff of the *Canadian Poultry Review* and the *Poultry Advocate*.

WHOLE NATION "SOLD" ON ADVERTISING

ADVERTISING does not need to be advertised in England. The English public has seen a wonderful demonstration of its power, under conditions prompting them to watch it closely, and the fact that it has raised 5,000,000 men for the European war and has been the chief means for raising war funds, has "sold" it to the British people to such a degree that the operation will become an important part of the history of the conflict.

Among other particularly interesting things is the fact advertising has proved its ability to promote thrift. In the public press, on the poster and otherwise, the people have been admonished to save their money for investment in government securities as a matter of patriotism. Such slogans as these have helped:

SOME SPECIMEN SLOGANS

"To dress extravagantly in war time is worse than unpatriotic."

"Save your money and lend it to the nation."

"Have you a man serving your table who should be serving a gun?"

When Sir Hedley Le Bas, the London publisher, first took charge of the government's advertising, there was much public opposition to the idea, many people saying that advertising for men was undignified. Later, they saw advertising raise funds, $500,000,000 coming from working people alone. But the greatest opposition was to the idea of teaching the nation thrift through advertising, though this phase of the movement has proved itself quite as completely as any other.

WOULD DISCARD "XMAS"

The Associated Advertising Clubs of Iowa, at their recent annual meeting at Cedar Rapids, condemned the practice of using the abbreviation "Xmas," and called upon people, and especially business men, to abandon the practice. The Iowa advertising men held that the use of the unabbreviated word would alone "give dignity to the holiday season and express the fundamental reason for Yuletide celebration."

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THE FARMER'S MAGAZINE

for February, 1917

The Reference Number (February) of The FARMER'S MAGAZINE

THE February issue of The Farmer's Magazine will be this year (as last year) the Reference Number—encyclopedic in character. Almost double the size of ordinary issues, and most comprehensive as to contents. It will survey the broad activities of farming and provide a large number of most helpful special articles, by the best writers obtainable, designed to help Canadian farmers do better than ever in 1917.

Of last year's issue, we could tell you of numerous instances where this number was used repeatedly by our readers as a guide and consulting book. One farmer, formerly a farm paper editor, widely known all over Canada—wrote us as follows:

"I would not be without THE FARMER'S MAGAZINE. I don't see where any other publication in America has it over you in all round quality. A couple of articles written by Lewis Clark, for your Reference Number last February, have been invaluable to us, and that number is still on file and will be carefully preserved." (Name of writer on request).

What this man has done with last year's Reference Number was done by hosts of others; namely, it was consulted again and again, and preserved.

February is a month of study and planning by the average Canadian farmer. He is rounding out his plans for the approaching spring and summer activities. He is nearing the purchasing point, and is deciding what to buy. Advertisements are studied during this planning period with devoted attention. When the farmer is studious, selective and on the eve of purchasing, is the ideal time to have your proposals before him.

And especially is all this true this year when man-labor is scarce, when plans to produce to the maximum are full-purposed, and when prices for everything are sky-high. (Last year's farm produce exports were over $500,000,000 as against $464,000,000 for 1914 and 1915 combined. This fact is doubly significant: it shows the present wealth of farmers, and it shows, too, how they are straining to produce.)

REMEMBER that the aggregate wealth of the subscribers to the FARMER'S MAGAZINE is quite $200,000,000; that the readers of our magazine influence the actions and purchases of their less progressive neighbors.

Just a last point: THE FARMER'S MAGAZINE is as beloved by the women-folk on our Canadian farms as it is by the men-folk—this because it devotes much attention to women's interests.

Send Reservation order for space now—copy can follow later.

THE MACLEAN PUBLISHING CO., LIMITED

143-153 University Avenue, Toronto

Montreal, Winnipeg, New York, Chicago, Boston, and London, England

In making your 1917 advertising appropriation be sure to include

The Toronto Daily and Sunday World,

one of the genuinely good values in Canadian advertising. Your favorite agency will quote rates or you can write direct to

The World Newspaper Co., Limited
Toronto